American Lumberman

& BUILDING PRODUCTS MERCHANDISER

MAGAZINE OF NEWS • MERCHANDISING
DISTRIBUTION • MANAGEMENT

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Below you see Chas. A. Reeder, manager and employe of the Adams-Thuma Co., Jamestown, Ohio for 50 years, packing his bag for the Ohio convention. For highlights of coming convention programs, read "Convention Sessions Will Help Dealers Solve Their Problems." It starts on Page 56.

Warp's TOP QUALITY

GENUINE, Crystal Clear FLEX-O-GLASS Can Really Take it!

Read Dealer Smith's Letter and We're Sure You'll Agree

North Side Maytag & Hardware Store

820 North Jeffers — Phone 528 — NORTH PLATTE, NEBRASKA

HARDWARE AND APPLIANCE — PAINTS AND WALL PAPER

Warp Brothers
1100 North Cicero Ave
Chicago 51, Illinois

Gentlemen:

During a recent Philco Refigeration Promotion we had a large poster we wanted to paste on the floor in front of the door to attract attention. Knowing that paper alone would not stand the traffic, but needing a transparent covering, we decided on your Flex-O-Glass as a covering.

We are sending you the entire piece that covered the poster for your examination. We expected that it would have to be replaced every week, however, the piece we are sending stood the constant grind for three weeks, with still plenty of wear left.

We have no idea of the customer count that walked over it during the three weeks time, however, it was tremendous. From the standpoint of wear Flex-O-Glass will really take it, and we are passing it on to you as a proven result.

Sincerely, NORTHSIDE MAYTAG & HARDWARE

T. E. Smith

T. E. SMITH JR

Here's a Photograph of the Actual piece of FLEX-O-GLASS Smith's Customers walked on for 3 weeks. Use this idea to Display Your FLEX-O-GLASS Poster in Your Store

FOR OUTDOOR USE

Crystal-clear, shatterproof Flex-O-Glass is perfect for windows of all kinds—in Barns, Sheds, Brooder houses, Hotbeds, etc. Ideal for Storm Doors and Windows. Cheaper than glass. Easier installed. Guaranteed 2 Years.

FOR INDOOR USE

Behind stoves, sinks, tubs, and tables, tough transparent Flex-O-Glass gives invisible protection against dirt, grease, moisture and wear. Can be tacked or taped in place. Easily sewn or heat sealed to make form-fitting covers for furniture, pillows, mattresses, etc.

WRITE FOR FREE SAMPLE!

A YEAR 'ROUND SELLER

Nationally Advertised at 26c Lin. Ft. (36 in. Wide)

50% MARK UP

GENUINE FLEX-O-GLASS IS MADE ONLY BY WARP BROS.

Carried by Reliable Hardware Jobbers

WARP BROS. — THE OLDEST AND LARGEST MANUFACTURERS OF A COMPLETE LINE OF WINDOW MATERIALS IN THE WORLD—ESTABLISHED 1924" — CHICAGO 51, ILL.

FLEX-O-GLASS IS FEATURED ON THE NBC NATIONAL BARN DANCE EVERY SAT. NIGHT AT 7:30 P. M. (C.S.T.) TUNE IN.

KWIKSET INSTALLATION AIDS

$1,000 defense bond first prize

KWIKSET'S INSTALLATION CONTEST

TO BE HELD AT
NAHB EXPOSITION IN CHICAGO, JANUARY 18-22

500 other valuable prizes
gifts to all contestants.

*Tiny Baker, General Superintendent for Diller and Gunther Subdivision Developers of Los Angeles, California, warming up at California Building Contractors' Association Convention at San Diego, November 14, 1952

kwikset sales & service company, anaheim, calif.

kwikset
LOCKSETS

"There's no fire—the dealer forgot to recommend a genuine Heatilator Fireplace"

You'll make more sales if you sell the leader!

TWENTY-SIX years ago we started protecting the profits and position of our dealer friends on a new kind of fireplace—the Heatilator* unit that always works and doesn't smoke. At the same time, we started advertising.

Today, Heatilator is still holding the line with one of the most iron-clad dealer policies in the building industry. And national advertising has made Heatilator far and away the best known, most wanted name in fireplaces.

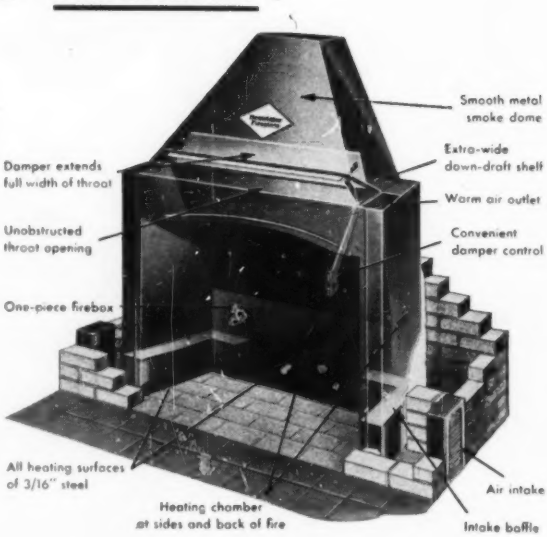
These policies have paid off in sales, as you well know. More Heatilator units have been sold—by far—than all other fireplace units put together.

Today more than ever, with advertising stepped up to a new high, with new plans and promotions to help you move units faster, *it pays to sell the leader!*

You can make more money selling more Heatilators with less sales talk than any other fireplace unit ever built!

Heatilator Inc., 672 E. Brighton Ave., Syracuse 5, N. Y.

*Heatilator is the reg. trademark of Heatilator, Inc.



HEATILATOR FIREPLACE

T. M. REG. U. S. PAT. OFF.

Vance PUBLICATION

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139 N. Clark Street, Chicago 2, Ill.
Phone: FInancial 6-5380

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Heating-Ventilating-Electrical-Plumbing-Air Conditioning
Yard and Store Equipment

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ABP

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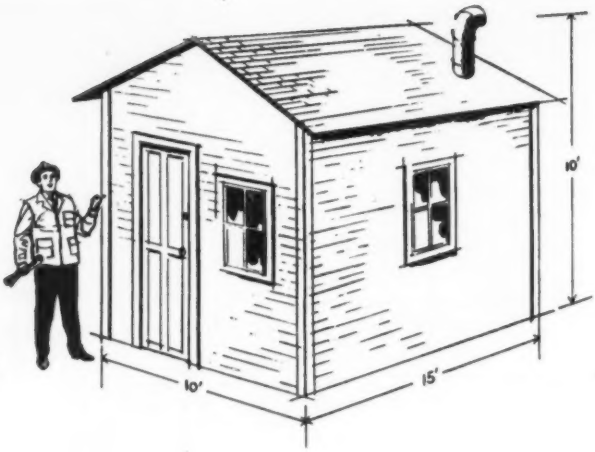
There's a MILLION square feet of Insulation stored in that 10' x 15' shack!



ORDINARY INSULATION WOULD TAKE 140 SUCH SHACKS.

Dealers and yard operators can make MORE profit on insulation. Infra multiple accordion aluminum is lower-priced and provably better. It costs less to handle, eliminating costly storage, handling and transportation problems, not only for the dealer, but also for contractors and builders.

One man can carry on a bus two small, 46 lb. packages of Infra Type 4, 2000 sq. ft., enough to insulate an average home. He can toss 5 such cartons, or 5000 sq. ft. into his car's trunk compartment; put 8 to 10 more cartons, or 10,000 sq. ft. on the rear seat and floor. Place 2 more cartons on the front seat next to the driver and you have a total of 17,000 sq. ft., the EQUIVALENT OF A FREIGHT CAR load of ordinary insulation!

A FEW SHELVES in a storage room will hold a COMPLETE STOCK OF INFRA because a carton of 1000 sq. ft. Type 4 Infra occupies only 1¼ cu. ft. against 175 cu. ft. for ordinary insulation and weighs about 46 lbs. against ONE TON for the same square footage.

Over the past 8 years, sales of Infra multiple accordion aluminum insulation mounted until they are now close to 200 million sq. ft. A large percentage of this was specifically specified by architects.

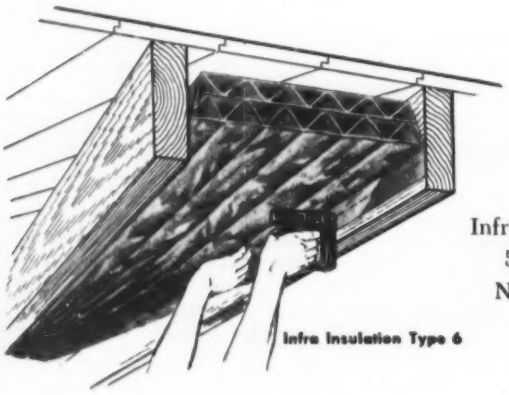
In simple language, further clarified by numerous illustrations, the physics of heat and vapor flow and condensation is discussed in Schwartz's "Simplified Physics of Vapor and Thermal Insulation," a manual sent free on request. Thermal values of most insulations are given, including multiple accordion aluminum with its unique position as a vapor barrier and its non-condensation-forming qualities. The explanations are easy to understand and to repeat. A simple apparatus with which customers can make a "Feel for Yourself" demonstration will also be sent any Infra dealer.

Infra ads, appearing for years in such magazines as "Architectural Record," "Progressive Architecture," "Practical Builder," "American Builder," "Heating, Piping & Air-Conditioning," "Heating & Ventilating," "Roofing, Siding & Insulation," and "Masonry Builder," have created a demand for Infra which can be reflected in YOUR sales. Important consumer magazines and newspapers frequently devote space to Infra, calling it to the attention of additional millions.

To learn how you too can make more profit on insulation, use the coupon below.

INFRA THERMAL FACTORS. TYPE 6

Up-Heat	**C.089, R 11.23**	**=**	**4³/₈"**	**dry rockwool**
Wall-Heat	**C.073, R 13.69**	**=**	**5⅝"**	**dry rockwool**
Down-Heat	**C.044, R 22.72**	**=**	**9"**	**dry rockwool**



Infra Insulation Type 6

Infra Insulation, Inc.
525 Broadway,
New York, N. Y.

Infra Insulation, Inc.,
525 Broadway, New York, N. Y., Dept. U-1
Please send me free ☐ Schwartz's "Simplified Physics"; ☐ Infra samples; ☐ Infra prices.
Name_____
Firm_____
Kind of business_____
Address_____

WASHINGTON REPORT

Gov. Sherman Adams Learned Business Skills in Lumber Industry

The lumber industry is about to have the unusual experience of seeing a fellow timber cruiser and forest products manufacturer holding a high position in the White House offices.

Gov. Sherman Adams, of New Hampshire, has been designated by General Eisenhower to be Assistant to the President. As you know, the person holding this office is usually referred to as the President's Chief of Staff; though he doesn't deal especially with military matters. He's general co-ordinator of administrative problems that must go finally to the President. Those who know the Governor and his ways of working expect him promptly to set up orderly patterns of staff work; something needed in all offices, including the office of the President.

Mr. Adams has the background, the personal gifts and the experience to fit him for this big post. He's a successful business man; and he's had a wide acquaintance with practical politics, both in New Hampshire and in Washington. The Eisenhower Administration, we're told, is to be a business regime; but it's well to remember that all successful popular governments must operate along lones of proven political techniques, which in turn are methods of doing the public business correctly and efficiently. A highly specialized kind of knowledge.

Mr. Adams was in the New Hampshire legislature for some years and held, among other legislative posts, the Speakership of the House. He's been a Representative in Congress; and at present he is Governor of New Hampshire.

Famous family

The Governor has a long family tradition of public service; since he's descended from the Henry Adams who founded the Massachusetts Adams family, in the 17th century, and whose offspring through the generations have included two Presidents of the United States and a long list of other high-ranking public servants.

The fall after his graduation from Dartmouth Mr. Adams took to the lumber business and the open spaces; and it seems really to have been the famous Dartmouth program of winter sports that won the future Governor to the outdoor life of lumbering.

Adams likes the New England winters; and he made his start in the lumber business the hard way as a scaler, from which position he worked up through the intervening jobs to become the manager of the big paper and lumber company, in charge of 500 men.

To this business success he's added a typical Adams success in public service. From where this page sits, the Governor looks like one of the best equipped of the new Eisenhower team. Of course that's what the industry expects of a lumberman.

Latest construction estimates for 1953

The Department of Commerce and the Bureau of Labor Statistics are agreed that the '53 new construction, counting the whole works, will probably pass the '52 figure by about a billion dollars. That would be a new top.

Above last year

The estimate for private construction in '53 is also set at a new high; namely, $22.2 billion. New dwelling units in '53 are expected to pass the million mark; and in fact the number of units completed in '53 may well be larger than the number completed in '52. This would be due in part to the extraordinarily number started but not completed last year.

Add to these predictions the fact that the Joint Congressional Committee on the Economic Report sees continuing good times. These statements appear in a long report, prepared by the committee staff; a survey entitled, "The Sustaining Economic Forces Ahead."

It seems that these people think any cuts in defense spending will not be abrupt and will not mean readjustments as tough as the ones following the second war. They hedge their bets a little by saying the sustaining forces are not a firm guaranty of no dips or interruptions in the flow of prosperity.

GOV. SHERMAN ADAMS
Politician With a Mission

Announcing the New FRANTZ No. 500 SERIES

FIVE-SECTION DOORS

Frantz low-headroom bracket permits installation with only 6" headroom. An engineered component—not an attachment. Does not retard door operation.

MODERN STYLING

FAMOUS FRANTZ FEATURES

plus headroom requirement of only 6"

Here's an all new, smart looking sectional garage door that offers more distinctive features than any other door on the market! The Frantz No. 500 Series Doors give you the smoothest operation that money can buy, with the latest in modern panelled design! They are available in 8′ x 7′, 9′ x 7′ and 16′ x 7′ sizes.

Note these exclusive features: Only 6″ headroom for installation (16′ x 7′ requires 7½″); adjustable brake prevents door rebound — holds door in open position; smooth, automatic latching using chrome outside handle — locks or unlocks from inside or outside. All this *plus* Frantz' famous "Glide-O-Matic", completely adjustable power springs which do *all* the lifting . . . steel ball bearing rollers and sheaves which provide smooth, quiet operation . . . and many other advantages which set a new pace in modern sectional door design, construction and beauty.

The Frantz No. 500 Series Doors have the fourth section open for glazing or panelling as desired. Write for full details . . . today!

See the many features of the new Frantz 500 Series Doors at the following Conventions:

Jan. 7-8-9	Ohio Assoc. Retail Lumber Dealers, Cincinnati. Booth No's. 326-327.
Jan. 13-14-15	Northwestern Lumbermens Assoc., Minneapolis. Booth No's. 5-6.
Feb. 3-4-5	Michigan Retail Lumber Dealers Assoc., Grand Rapids. Booth G-5.
Feb. 4-5	Lumber Dealers Assoc. of Western Penn., Pittsburgh. Booth 66.
Feb. 4-5-6	Middle Atlantic Lumbermens Assoc., Atlantic City. Booth 25.
Feb. 10-11-12	Illinois Lumber & Material Dealers Assoc., Chicago. Booth 1.
Feb. 17-18-19	Wisconsin Retail Lumbermens Assoc., Milwaukee. Booth 75.
Mar. 3-4-5	Indiana Lumber & Builders Supply Assoc., Indianapolis. Booths 60-61.
Mar. 11-12-13	Iowa Retail Lumbermens Assoc., Des Moines. Booth No. 179.

A PRODUCT OF

FRANTZ MANUFACTURING COMPANY

STERLING, ILLINOIS

NEWS BRIEFS

Why more homes? The latest information from the Bureau of the Census is of immediate interest. Marriages mean new homes . . . each baby demands more room.

Marriages down. Babies born during the birth dip of the 30's are now marrying but there are fewer of them. The peak was in 1946, 2.3 million marriages. In 1952 there were 1.5 million and the decline will continue into the 1960's.

Births highest ever. Best estimates are that over 3.9 million babies were born in 1952, or 25 per 1000 population. Back in the 1930's, it was 18 per 1000. School enrollment is now about 26 million, by 1957 it will reach 30 million. New schools, enlarged classrooms and more teachers are all "musts." The pressure on high schools and colleges won't reach a peak until about 1955-60.

Less doubling up. In 1947, 8.6% of the young couples were living with their parents. Now it's about 4.2% but high wages, full employment will further reduce this figure creating new business for building material dealers.

Homes for older people. We now have more older citizens past 65. It's about 13 million now, by 1975 it may reach 20 million. There's a growing business in small, convenient homes for the aged, especially in California and Florida.

Population roundup. America now has a population of 158 million but at the present rate of growth we will hit 193 million in 1978. Fastest growing regions are California, Florida and the Pacific Coast area generally.

Prices of homes. The National Ass'n of Real Estate Boards believes that the prices of homes will remain stable in 1953. Many realtors, however, report that current sales of both new and old homes have declined, compared with six months ago.

Material prices dropping. Building materials continue to show price drops from a year ago. At Chicago in November prices paid by builders for 26 different items were below a year ago; they were higher for 17, unchanged for 9. The situation is similar at Boston and Atlanta, to mention other cities. Since then, dealers say, prices have changed little.

Specific products. In Chicago, the outstanding drops included a slide from $41 to $35 per thousand for select common brick and a fall from $274 to $245 a thousand board feet for select red oak flooring. Atlanta contractors were applauding declines as much as 10% in interior type plywood and 8% for both soil pipe and gypsum lath.

What's the answer? The price drops defy the fact that new housing starts last year have run about 2% ahead of 1951. Greatly expanded production facilities are suggested as one reason for the tougher competitive selling pace.

Still better business. As 1952 drew to a close business activity moved up another notch. Practically all sectors of the economy, including consumer spending, personal income and retail sales hit new highs. Employment set a record with 62.2 million in November. The October work week was 41.5 hours, a full hour more than a year ago. Business forged ahead despite the fact that Federal defense spending rose more slowly than earlier this year.

Huge materials handling show. Plans are already being made for the fifth annual materials handling show at Philadelphia, May 18-22. Showing the growth of the industry is a forecast of attendance by 25,000 from 40 countries. More than 250 companies will show the latest in mechanical handling equipment. Overflowing Philadelphia hotels many visitors will be quartered in New York City and Atlantic City.

Building in 1953 Will Top '52-NRLDA

The record breaking volume of light construction achieved in 1952 should be surpassed in the new year, according to H. R. Northup, executive vice president of the National Retail Lumber Dealers Association.

"New high marks are expected in residential modernization and commercial construction as materials of all kinds once again become available in full supply," Mr. Northup said.

"Retail dealers' inventories are normal, and prices of most building materials are below OPS ceilings at the present time.

"While new housing starts may fall slightly under the 1952 level, continued demand and greater availability of mortgage funds give good reason to believe that at least another 1,000,000 new homes will be started in 1953.

"The building industry will continue to meet the demand for smaller homes wherever it exists, and a larger than usual percentage of three and four bedroom homes probably will be put under construction in the new year to make up for the reduced number built in the last two years while tight construction controls were in effect.

"Farm construction is likely to remain at a high level and there will be a sharp upturn in the construction of new stores, office buildings, warehouses, and other commercial buildings.

"Only in heavy industrial construction is there any question mark."

Lumber Dealer's Research Council

Yard pre-assembling, mechanical handling and better merchandising headlined discussions at the annual meeting of the Lumber Dealer's Research Council at the Shoreham Hotel, Washington, D. C.

The Council approved a suggestion by Prof. James T. Lendrum, Small Homes Council, University of Illinois, that a survey be made of present pre-cutting and pre-assembly techniques of dealers. Results of the survey will be passed

on to retailers. Those attending the meeting agreed that dealers could profitably pre-fabricate trusses and closet walls but that prefabricating a entire house required serious study.

A additional study for mechanical handling was also approved and the Council will request cooperation from manufacturers in assembling data. Trade publications will be asked to organize the material into a convenient package for dealers.

Dealers attending the meeting listed personnel training, merchandising, selling and advertising as their most critical problems today. They all agreed that improved techniques in these fields will be necessary to maintain profits in 1953. Because they seem so important the Council is seriously considering additional educational training courses to supplement present 30-day training courses.

Elected members of the executive committee for 1953 were William K. Barr, Lynn Boyd, Paul Cadwallader, Joseph Copeland, Paul DeVille, Craig Ruffin, William P. Harley, A. O. Lampland, Norman P. Mason, Russell Nowells, James C. O'Malley, Lisle Peters, R. A. Schaub, Phil Creden, and C. A. Thompson. Norm Mason was named trustee and C. A. Thompson, chairman.

See Building Boom Thru 1960

Contractors will decide they have little to worry about between now and 1960 if they take to heart the economic conclusions outlined in the most recent report from the Joint congressional committee on the economic report. Here's why.

The committee staff members who prepared the report say there should be no business slump as the military spending tapers off because of the "sustaining economic forces ahead." And they count strongly among these forces the construction of plant and equipment, schools, hospitals, housing, highways and other public and private projects.

Here, in brief, are some of the reasons given for the committee staff views which are so optimistic:

Housing. The needs from now until 1960 (at least) will average as high or higher than the annual average of housing's "good years," 1947-1952. This places the figure somewhere in excess of one million units per year.

Private plant and equipment. Here, it is claimed that despite huge outlays since World War II, the figure has "barely reached what might have been the levels had depression and war not interrupted our normal rate of growth."

Schools. In this category the report calls attention to the estimated $10 billion worth of facilities needed at the present time to make the country's school system adequate. It emphasizes that this figure covers only amounts needed to bring the existing situation abreast of current demands for school facilities; it makes no provision for added construction or for normal replacement beyond the fall of 1952.

Hospitals. Taking an average cost of $16,000 per bed, the current shortage of 882,000 beds in the country's hospital system calls for a program of new construction amounting to $14 billion at 1952 prices, the committee report stated. The $10 billion backlog frequently mentioned by other sources covers only the general, TB, and mental facilities, it said.

"BEADE X* has no competitor"

Echoed across the land is the growing BeadeX demand. Builders, dealers, home owners are getting "cornerwise." For BeadeX is the way to true, pleasing, permanent corners . . . cutting time and material costs in dry wall construction.

Moyer, The Builder
Weiser, Idaho

writes: "During the past six years of my thirty spent in building houses, I have used dry wall construction exclusively in the $7,500-$15,000 field . . . can truthfully say my customers have been more than happy with the appearance and lasting qualities. I can't speak too highly of your product. As far as I am concerned, BeadeX has no competitor." R. O. Moyer Weiser, Idaho

Dealers Sell BeadeX Readily In NEW WALLS FOR OLD Markets

BeadeX, the original bonded metal corner bead, is engineered with correct proportions of metal and tape, to hold corners true against varying shrinkages. *Easy to apply. Easy to stock. Easy to sell.*

* Reg. U. S. Pat. Off.
U. S. Pat. No. 2,593,859
Other Patents Pending

MAIL COUPON

BeadeX SALES, Inc.
4615 8th Ave. N.W.
Seattle 7, Washington

I want your file material on the why and how of BeadeX application.

Name .....
Address .....
City ..... Zone .....
State .....

AI-1-53

BEADE X* SALES INC.
4615 Eighth Ave. N.W., Seattle 7, Wash.

with LUDMAN Auto-Lok AUTOMATIC LOCKING PATENTED WOOD WINDOWS Everybody Profits!

Dealer...

AUTO-LOK is the pay-off window! *Sells on sight!* The greatest advance in window design in over 30 years! Easy to handle. No parts to lose. Quickly available. Priced to sell.

Builder...

installing *the window women want most* adds sales appeal to new homes. Easiest to install — delivered completely assembled!

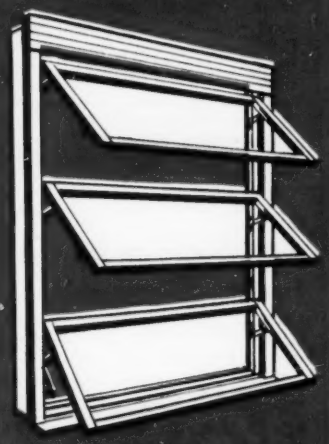
Architect...

most *prize winning* home designs have modern awning windows!

Home Owner...

protects home resale value with lifetime windows. Enjoys *the perfect window for every climate*, with all these exclusive features...

Auto-Lok FEATURES



- **TIGHTEST CLOSING...10 times tighter than ordinary windows!**
- **PATENTED AUTOMATIC SELF-LOCKING on full weatherstripping**
- **EXTRA SAFETY-LOK double security**
- **FRESH AIR NITE-VENT ventilation plus protection**
- **ROTO-TYPE OPERATOR...no interference with drapes or blinds**
- **PERFECT VENTILATION... even while it's raining. Opens widest — to almost 90°**
- **PRACTICAL BEAUTY narrow, graceful lines**
- **CONCEALED HARDWARE...no, outside, unsightly mechanism**
- **FINGERTIP CONTROL...precision built, rustproof, self-adjusting**
- **EASIEST TO CLEAN...outside from the inside, top sash too!**
- **INSIDE SCREENS AND STORM SASH just flip the clips to change**

TIGHTEST CLOSING WINDOW *Ever Made*

SEALS ITSELF SHUT LIKE A REFRIGERATOR

WHEN THE COMPETITIVE CHIPS ARE DOWN WINDOWS OFTEN MAKE THE DIFFERENCE.

Your builders can add sales appeal to any home by installing AUTO-LOK. Why *should* they install a window with any disadvantage? When . . . *through you* . . . they can choose the *first* and only window specifically engineered and built to combine the best features of *all* window types!

MAIL THIS COUPON TODAY

Put an Auto-Lok sample on your sales floor.

A 3-minute demonstration will convince you that AUTO-LOK SELLS ON SIGHT!

LUDMAN Corporation
Box 4541, Dept. AL 1A, Miami, Florida

Please send me, without obligation, the booklet, "WHAT IS IMPORTANT IN A WINDOW" and complete information on the Ludman Products checked here:

- ☐ Auto-Lok Wood Windows
- ☐ Auto-Lok Aluminum Windows
- ☐ LUDMAN Windo-Tite Jalousies
- ☐ LUDMAN Jalousie Doors

I am a . . . Dealer ☐ Builder ☐ Architect ☐ Other ☐

Name _____

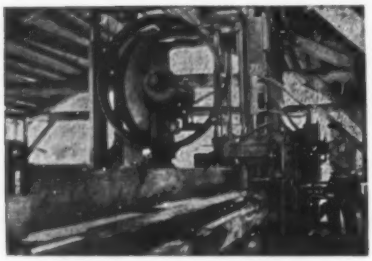
Address _____

City _____ State _____

LUDMAN LEADS THE WORLD IN WINDOW ENGINEERING

AIR-KING
MANUFACTURING CORP.
Tigard, Oregon

For Fast Shipment
SPECIFIED LENGTHS
in Douglas Fir



High-speed machines for top quality manufacture and we ship to your order — specified lengths, specified widths in dimension and small timbers, standard green Douglas Fir.

Absolute Dependability

We can help you keep your high inventory costs down with our fast shipment of exact count if necessary. No "cats and dogs" but quick turnover.

Let Us Demonstrate

SPECIFIED LENGTHS
Grade Stamped

SIXTY MILLWORK jobbers, representatives of their suppliers and lumber trade association executives attended the seventh annual Christmas meeting of the Atlantic Millwork Institute at New York, N. Y. Guests included: front row, H. J. H. Ruhle, Whittier Lumber & Millwork Co., Newark, N. J.; E. C. Frick, New Jersey Lumbermen's Ass'n., Newark, N. J.; C. R. Rudinger, C. R. Rudinger, Inc., South Kearny, New Jersey; H. W. Brown, Bosman & Casson, Harrison, N. J. and president, Atlantic Millwork Institute; C. T. Melander, Sec'y, Mgr., Atlantic Millwork Institute, New York. Second row: M. L. Parshelsky, Parshelsky Bros., Brooklyn, N. Y.; A. E. Engler, Engler Millwork Corp., Jersey City, N. J.; S. L. Darling, National-American Wholesale Lumber Ass'n., New York, N. Y.; W. H. Harris, New York Lumber Trade Ass'n., New York, N. Y.

Award 4-H Club Forestry Scholarships

Demonstrated ability to make farm woodlot forestry pay off in dollars and cents has earned college scholarships for four teenage 4-H Club boys from Florida, Georgia, Mississippi and Minnesota.

The scholarships, plus free trips to the recent National 4-H Congress in Chicago, were given Lester Carl Duckworth, Route 3, Mendenhall, Miss.; Wilbert K. Glynn, Wykoff, Minn.; Doyle A. Wester, Grand Ridge, Fla.; and Chappell A. Collins, Jr., Camilla, Ga., by American Forest Products Industries, Inc.

AFPI's Chief Forester, James C. McClellen, presented the awards.

Home Builders Review 1952

The home building industry in 1952 overcame high costs, excessive Government regulations and an acute shortage of mortgage capital to roll up the second biggest production record in its history, according to Frank W. Cortright, executive vice president, National Association of Home Builders.

"For the fourth straight year, construction of new housing ran above 1,000,000 units, an achievement made all the more remarkable by the fact that use of materials was restricted through the first half of the year and that the Federal Reserve Board's Regulation X curbs on home credit were not suspended until mid-September."

"The 1952 record spotlights the tremendous progress the industry has made since the close of World War II toward its goal of housing for all the American people. In the past six years, it has provided new housing for 7,000,000 families, with a resultant rise in the living standards of millions of others who were enabled to "move up" into quarters vacated by the new home buyers."

Cortright noted that rising costs still are a major obstacle to the building industry's efforts to give the home buyer more housing for his money. Construction costs are at a record high level, more than half again as high as in 1946, and the trend is still upward, although the rate of climb has slowed substantially in the past 12 months.

His annual report showed that the cost of building materials remained practically stationary throughout 1952, but construction wages continued upward, and there is no clear-cut indication that the end is in sight. As measured by the

Boeckh index, the average cost of frame house construction for the country as a whole reached 251.5 percent of the 1926-29 average at the beginning of October, compared with a 1951 average of 243.3 percent. The Boeckh index for frame construction costs stood at 161.8 in 1946, and climbed progressively, with one small interruption in 1948, to its present peak.

The NAHB executive said that inflationary pressures that have ballooned construction costs also have hit the money market, making it increasingly difficult for home buyers to obtain adequate financing. Today, the scarcity of mortgage money, particularly for GI housing, is the principal limiting factor in the home market, a condition over which home builders have no control.

As a result, VA guaranteed loans in 1952 measured far below 1951 in numbers and dollar volume. The agency closed an estimated 306,000 home loans totaling an estimated $2,700,000,000 in the twelve-month period, contrasting with 447,373 loans totaling $3,614,479,644 for all of 1951.

While the money squeeze hurt the GI home market in 1952, FHA activity ran slightly ahead of 1951, with an estimated 275,000 units started under FHA inspection in 1952

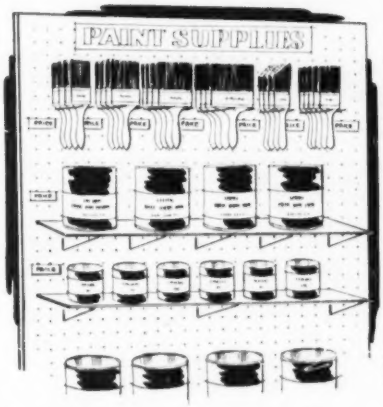
NRLDA Public Relations Contest

The National Retail Lumber Dealers Association again is conducting a Public Relations Contest patterned after the highly successful competition held in 1952, when 99 dealers were commended for their public relations activities.

All members of the state and regional associations which make up NRLDA are eligible to compete for an award. All the dealer has to do is submit a brief letter, advertisement, photo, clipping, or some other evidence of what the company or individual has done to serve the public interest.

The rules have been carefully planned to make it easy for dealers to win recognition throughout the industry for anything done since April 1, 1952, to create public goodwill and direct favorable attention to the dealer, his company, or his industry. The deadline for entries is March 31, 1953.

New PEG-BOARD wall panelling gives you 2 ways to profit!



SELL IT for home use

"PEG-BOARD" equipment combines the decorative smartness of perforated hardboard with the utility of over 60 instantly interchangeable hanging fixtures—ideal for any room in the home. It's easy to install and finish, too. Tie-in with national advertising—stock up and feature "PEG-BOARD" panelling and fixtures now.

USE IT for your store

"PEG-BOARD" panels and metal fixtures provide the ideal display material for your store—make it easy to set up or change a display for dozens of items in minutes. And as you sell the items on display—you'll sell "PEG-BOARD" equipment, too. It's a sell-on-sight item that home owners have been looking for!

for complete information and prices
WRITE YOUR NEAREST DISTRIBUTOR

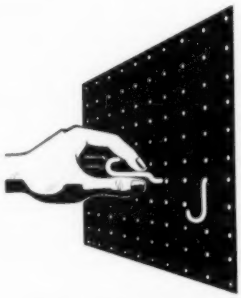
NEW YORK
• PEG-BOARD of NEW YORK
131 E. 64th St., New York 21, N.Y.

CLEVELAND
• DAVIS PLYWOOD CORP.
12555 Berea Rd., Cleveland 11, Ohio

MIAMI
• A. H. RAMSEY & SONS, INC.
71 N.W. 11th Terrace, Miami, Fla.

LOS ANGELES
• PEG-BOARD OF CALIF.
717 E. Gage Ave., Los Angeles 1, Cal.

MINNEAPOLIS
• L. E. HIER DISPLAY EQUIP. CO.
23 North Sixth St., Minneapolis, Minn.



Over 60 hanging fixtures . . . all instantly interchangeable without nails, screws, or tools of any kind.

Copyright 1953 **B. B. BUTLER MFG. CO., INC.,** 3162 Randolph • **Bellwood, Ill.**

Record Aluminum Output for 1953

"There will be plenty of aluminum for all who want it before the middle of 1953, in our opinion, unless there is an extension of hostilities," Richard S. Reynolds, Jr., President of Reynolds Metals Company, predicted. "With the industry continuing to expand its capacity at a record pace," he added, "the supply situation in 1953 should be much easier than at any time since the Korean war began."

"Although the 1952 production, estimated to be close to 1.9 billion pounds, sets a new all-time peak and is 11% greater than last year's output, it does not fully reflect the expansion already completed. The 1952 output would have been greater except for the substantial production losses being suffered by the industry because of the severe power shortages in the Northwest and TVA areas and the delay in new plant construction caused by the steel strike.

Seeing is Believing!

Nothing sells Hardwood Plywood like seeing an actual, full-size, finished panel such as those in the "on the job" installation pictured above.

You, too, can create a permanent *selling display* by remodeling your own office with a complete paneling job, display walls, or counterfronts of Hardwood Plywood. You'll get an attractive office, *plus* the sales pulling power of a built-in showroom.

This is the AETNAPLY plan.

AETNA will allow lumber dealers a discount of 10% off the quantity price on Hardwood Plywood panels used by the dealer to panel his own "office-showroom."

Write today, asking for details on our "Office Showroom Plan." We'll send full information and prices on Hardwoods available for your use.

AETNAPLY PRODUCTS

Plywood
Hardwood and Fir in all sizes and grades

Over 50 species of Plywoods and Veneers Foreign and Domestic

Cupboard and Flush Doors

Glues and Sealers

•

24-hour shipping service

AETNA PLYWOOD & VENEER COMPANY

1732 N. Elston Avenue • Chicago 22, Illinois
ARmitage 6-7100

BRANCH WAREHOUSES: Grand Rapids, Indianapolis, Rockford

Call AETNA for PLUS VALUE in PLYWOOD

Cedar Shingle Annual Meeting

Key to the successful sales of red cedar shingles is the retail lumber dealer. This fact was emphasized by Virgil Peterson, treasurer and assistant manager of the Red Cedar Shingle Bureau, at its 36th annual meeting in the Olympic Hotel, Seattle, Wash., in December.

"Lumber dealers are our salesmen," Peterson said. "If they don't sell red cedar shingles, they don't get sold—period. If every retailer sold just a half a car of cedar shingles a year, it would dispose of our entire production—30,000 cars."

A review of the bureau's work for the past two decades was prepared for the meeting by W. W. Woodbridge, secretary-manager, and presented by the bureau's attorney, Lee Olwell. The report paid tribute to pioneers of the organization and to the work of others connected with the building industry — Bror Grondahl, College of Forestry, University of Washington; FHA; NRLDA; Bill Bell, Western Retail Lumberman's Association.

Southern Pine Produces New Movie

"The Sound of America," first industry-wide motion picture on Southern Pine, has been released by the Southern Pine Association.

The 27-minute, full-color movie tells the story of Southern Pine from seedling to sawtimber to finished construction. Woven into the colorful picture is a recognition of the significant part retail lumber dealers have in the distribution of lumber.

Filmed in forests and mills of the South, "The Sound of America" shows the many steps involved in the growth and production of Southern Pine. It shows the viewers how trees are being grown and protected and takes the audience on a tour of the mills. All of this is wrapped together in a reel of action and beauty.

The 16 mm film is being made available without cost to a wide range of groups, including civic clubs, schools and fraternal organizations. Although designed for general audiences, the SPA movie will be of specific interest to men in the lumber industry. The film may be obtained by writing the Southern Pine Assn., National Bank of Commerce Bldgs., New Orleans.

Big PLUS PROFITS in Sander Rentals with All-American...

MACHINES ABRASIVES FINISHES

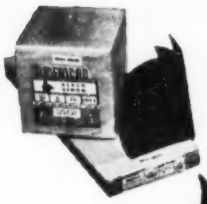
SELLS 20% MORE PAINT...

Sander rentals increase paint sales 20% to a volume of $6000 per year for Reuben and Abel Swanson in St. Paul! In addition—sanders ring up $3,000 in rental fees alone! The Swansons have been renting American Floor Sanders to their customers for 20 years—making *steady extra profits.* You can do it, too!

RENTAL BAR INCREASES PROFITS

Here's how an Ohio hardware store builds business—by setting up a "Rental Bar" which features AMERICAN Sanders, Edgers, DeLuxe Polishers and Belt Sanders. This is one of many successful ways used by hardware, paint and lumber dealers from coast to coast . . . to make sander rentals with American a BIG PAY proposition.

Always furnish new improved American Abrasive Papers with sanders and edgers—for best results and profits! American Black Demon and American Combination high quality papers give longer life, faster cutting.



● Tie in with today's "Do it yourself" trend among your customers! Feature sander rentals—with easy-to-operate American Machines—and get your full share of steady, year-round profits! Also—be sure it's an All-American job from start to finish . . . with top-quality American abrasives, seals and finishes for greatest customer satisfaction.

TOP QUALITY PAYS IN ABRASIVES AND FINISHES

New display helps you sell more American Floor Finishes! Finest quality—complete line for all floors—seals, finishes, waxes and cleaners.

50 YEARS OF PROGRESS

Famous American Machines are *all* engineered, manufactured, sold and serviced by American!

AMERICAN
FLOOR MACHINES • PORTABLE TOOLS

The American Floor Surfacing Machine Co.
521 So. St. Clair St., Toledo 3, Ohio

☐ Send 12-page free booklet showing how to make money in the floor sander rental business.
☐ Send latest catalog on the following, without obligation:
☐ Floor Sanders ☐ Floor Edgers ☐ Floor Finishes
☐ Floor Maintenance Machines ☐ Abrasive Papers

Name.....
Street.....
City.....State.....

DEALERS AGREE---
"Two Great Products to stock— for FAST TURNOVER and STEADY PROFIT"

for NEW CONSTRUCTION AND REMODELING!

SISALKRAFT—rugged, waterproof, reinforced protective papers

Builders use MILLIONS of sq. ft. every year:

- As waterproof membrane between fill and slab
- Under all flooring
- For curing and protecting concrete
- For "closing in" jobs in progress
- To protect materials and machinery
- For sheathing

Farmers use MILLIONS of sq. ft. every year:

- For temporary and trench silos
- For doors and tops of permanent silos
- For haystack covers
- In farm construction
- To protect machinery
- For snow barriers . . . and many, many other uses

SISALATION—Reflective insulation and vapor-barrier—both surfaces coated with pure aluminum.

For 5-way Protection

1. Against heat loss in winter
2. Against heat penetration in summer
3. Against wood rotting
4. Against paint peeling
5. Against draft and dust

Every day **MORE** *and* **MORE**

Builders and Farmers are buying these Two Great Products—

The demand for Sisalkraft products is constantly growing as a result of national and local advertising and direct mail campaigns: . . . all to bring sales your way!

For free samples, posters, ad mats, literature, decals, and other information, write Dept. AL-1.

AVAILABLE IN A VARIETY OF SIZES

SISALKRAFT STOCK SIZES: **36**"-225 sq. ft. and 500 sq. ft.; **48**"-666 sq. ft.; **60**"-1000 sq. ft. and 1500 sq. ft.; **72**"-1000 sq. ft. and 1800 sq. ft.; **84**"-1000 sq. ft. and 2100 sq. ft.; **96**"-1200 sq. ft. and 2400 sq. ft.

SISALKRAFT "BLANKETS": In widths from **8'6"** to **26'6"**—lengths up to 100 ft.

SISALATION STOCK SIZES: **36**"-500 sq. ft.; **48**"-666 sq. ft.

SISALKRAFT WATERPROOF REENFORCED PROTECTIVE PAPERS

THE SISALKRAFT CO. 205 West Wacker Drive, Chicago 6, Ill.
New York 17, N. Y. • San Francisco 5, Calif.

How to reach a fast-growing market:

Sell micarta® panels

PLASTIC SURFACE

to the "Do-it-yourself" trade

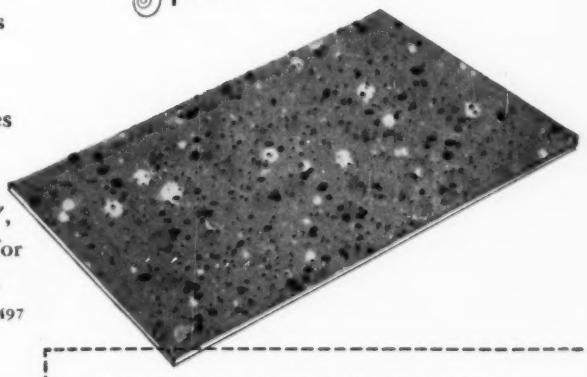
Easy-to-work-with MICARTA panels make it a cinch for the remodeling homeowner to beautify kitchen work surfaces. A few basic tools and a free Saturday are all a man needs to complete the job. The little "urging" he may need will come from his wife who, like thousands of other American housewives, has learned the story of MICARTA magic from national advertising.

When this ever expanding "do-it-yourself" trade comes to your store, you'll make a friend as well as a profit if you suggest and supply MICARTA panels. Have them available in these easy-to-use sizes: 24″ x 96″, 30″ x 60″, 30″ x 96″, 48″ x 96″. Fill in the coupon for information on how you can become a MICARTA Dealer.

J-06497

Be sure to see the BEAUTIFUL NEW PATTERN

MARDI GRAS



Westinghouse

micarta®

distributed by | UNITED STATES PLYWOOD CORPORATION largest plywood organization in the world and U.S.—MENGEL PLYWOODS · INC.

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 36, N. Y.

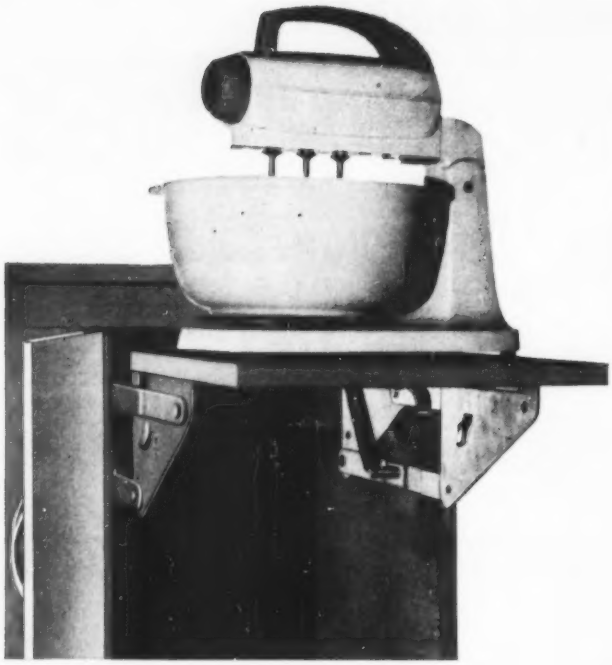
Please send full information on your MICARTA Dealer Plan.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

AL-1-53



A brand new product to stir the imagination of your builder customers!

WASHINGTON LINE

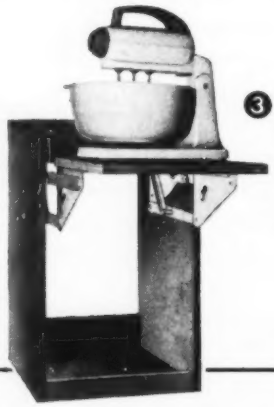
MIXER SHELF HARDWARE

- FACTORY ASSEMBLED FOR EASY INSTALLATION
- POSITIVE ACTION, RIGID SUPPORT
- COMPLETELY ADJUSTABLE FOR ANY WIDTH SHELF
- ADJUSTABLE SPRING TENSION FOR VARIABLE WEIGHTS

3 helpers to assist you in selling this great new kitchen convenience

1. This economical Mixer Shelf Hardware is being advertised nationally to builders and architects.

2. WASHINGTON'S New Mixer Shelf Hardware will be demonstrated at the National Home Builders' Show in Chicago, January 18 to 22, in Booth Nos. 297 and 298.



3. A mounted display is available which demonstrates the Mixer Shelf Hardware in action.

WASHINGTON LINE

FOR COMPLETE DETAILS, SEE YOUR JOBBER, OR WRITE TO:

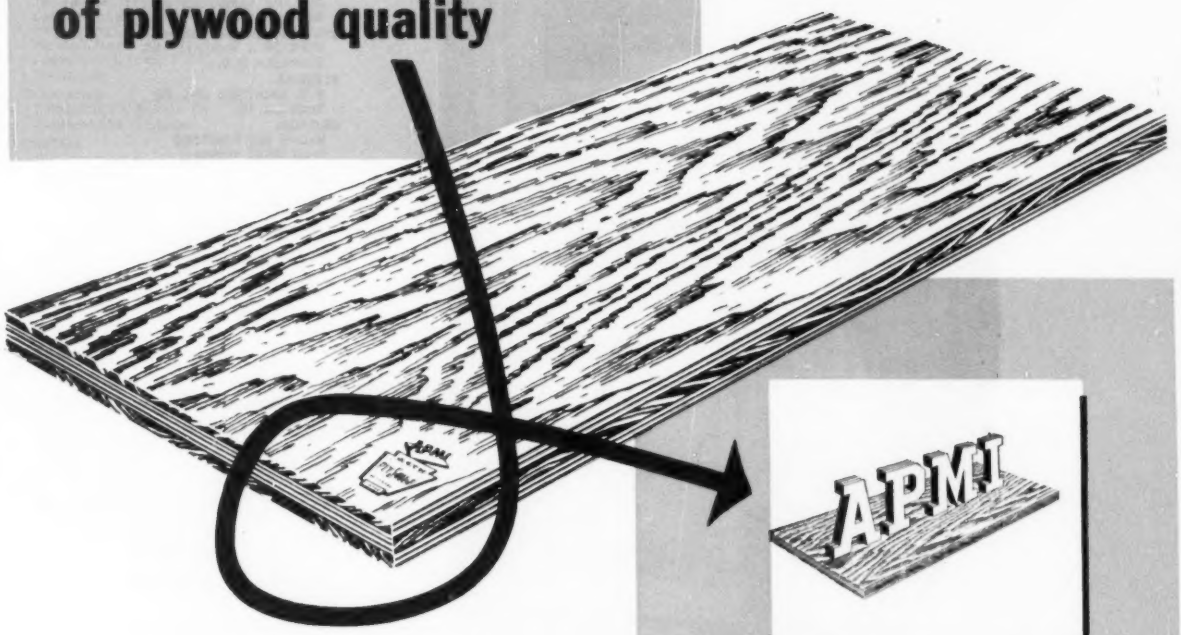
WASHINGTON STEEL PRODUCTS, INC.

Dept. AL-1, 1940 East 11th Street, Tacoma 2, Washington

WASHINGTON LINE

TRADEMARKED

as well as grademarked ...your double guarantee of plywood quality



The combination of APMI trademark and DFPA grademark is your assurance that regardless of where you buy Associated plywood, you get the guaranteed products of a pioneer mill in the industry.

There is a type, size and grade of APMI plywood (exterior and interior) for every building need:

Douglas fir plywood; *Sea Swirl* decorative plywood; Philippine mahogany faced plywood; birch faced plywood; vertical grain fir plywood.

APMI products are sold from centrally located sales warehouses, sold by experienced plywood men. Your inquiries are invited.

BRANCH SALES WAREHOUSES:

4268 Utah St., St. Louis, Mo.
4814 Bengal St., Dallas, Texas
4003 Coyle St., Houston, Texas
1026 Jay St., Charlotte, N. C.
111 Welborn St., Greenville, S. C.
925 Toland St., San Francisco, Cal.
Eugene, Oregon
Willamina, Oregon

SALES OFFICES:

31 State Street, Boston, Mass.
595 E. Colorado St., Pasadena, Cal.

ASSOCIATED

PLYWOOD MILLS, INC.

General Offices: Eugene, Oregon

PLYWOOD MILLS AT EUGENE AND WILLAMINA, OREGON

first in appearance

Beautiful R·O·Ws are preferred by builders and architects. They are available, everywhere, in a full range of styles and sizes. They are chosen because they have the beauty of fine wood plus the exclusive, patented R·O·W take-out feature.

Dealers carrying a full line of R·O·Ws find that they move fast and improve customer relationships.

R·O·W SALES COMPANY 1322 • • 68 ACADEMY AVENUE • FERNDALE 20, MICH.

YOUR R·O·W MANUFACTURER IS...

ALABAMA
R·O·W DISTRIBUTORS
Rocky Mount, Virginia

ARKANSAS
CENTRAL R·O·W DISTRIBUTORS OF ARKANSAS
North Little Rock, Arkansas

CALIFORNIA
CALIFORNIA BUILDERS SUPPLY CO.
Richmond, Fresno, Oakland, Sacramento
T. M. COBB CO.
Los Angeles, San Diego, California

COLORADO
LUMBER DEALERS, INC.
Denver 17, Colorado

CONNECTICUT
GENERAL WOODCRAFT CO., INC.
North Bergen, New Jersey

DELAWARE
DEALERS WAREHOUSE SUPPLY CO., INC.
Baltimore, Maryland

DISTRICT OF COLUMBIA
JOHNSON & WIMSATT, INC.
Washington, D. C.

FLORIDA
V. E. ANDERSON MFG. CO.
Bradenton, Fla.

GEORGIA
R·O·W DISTRIBUTORS
Rocky Mount, Virginia

IDAHO
BOISE SASH & DOOR, INC.
Boise, Idaho
R·O·W SALES AGENCY
Spokane, Washington

ILLINOIS
R·O·W WINDOW CO.
Joliet, Illinois
IMSE-SCHILLING SASH & DOOR CO.
St. Louis 16, Missouri
V. E. ANDERSON MFG. CO.
Owensboro, Kentucky

INDIANA
V. E. ANDERSON MFG. CO.
Owensboro, Kentucky
ROYAL OAK WHOLESALE CO.
Royal Oak, Michigan

IOWA
HERRICK REFRIGERATOR CO.
Waterloo, Iowa

KANSAS
MARTIN MATERIAL CO.
Kansas City, Missouri
WHELAN LUMBER CO.
Topeka, Kansas

KENTUCKY
V. E. ANDERSON MFG. CO.
Owensboro, Kentucky
R·O·W WHOLESALE DIST., INC.
Norwood, Ohio

MAINE
GENERAL WOODCRAFT CO., INC.
North Bergen, New Jersey

MARYLAND
DEALERS WAREHOUSE SUPPLY CO., INC.
Baltimore, Maryland
JOHNSON & WIMSATT, INC.
Washington, D. C.

MASSACHUSETTS
GENERAL WOODCRAFT CO., INC.
North Bergen, New Jersey

MICHIGAN
PORTER-HADLEY CO.
Grand Rapids, Michigan
ROYAL OAK WHOLESALE CO.
Royal Oak, Michigan
FLINT SASH & DOOR CO.
Flint & Saginaw

MINNESOTA
ANDREW A. KINDEM & SONS, INC.
Minneapolis 2, Minnesota

MISSOURI
IMSE-SCHILLING SASH & DOOR CO.
St. Louis 16, Missouri
MARTIN MATERIAL CO.
Kansas City, Missouri

MONTANA
INTERSTATE LUMBER CO.
Missoula, Montana
WESTERN BUILDERS
Billings, Montana
LUMBER YARDS SUPPLY CO.
Great Falls, Montana
R·O·W SALES AGENCY
Spokane, Washington

NEBRASKA
THE SOTHMAN CO.
Grand Island, Nebraska

NEW HAMPSHIRE
GENERAL WOODCRAFT CO., INC.
North Bergen, New Jersey

NEW JERSEY
GENERAL WOODCRAFT CO., INC.
North Bergen, New Jersey
JOHNSON & WIMSATT, INC.
Westville, New Jersey

NEW YORK
THE WHITMER-JACKSON CO., INC.
Buffalo & Rochester

YOUR R·O·W MANUFACTURER IS...

NEW YORK—Contd.
A. ROBERSON & SON, INC.
Binghamton, New York
GENERAL WOODCRAFT CO., INC.
North Bergen, New Jersey

NORTH CAROLINA
MILLER MILLWORK CORP.
Charlotte, North Carolina
R•O•W DISTRIBUTORS
Rocky Mount, Virginia
DALTON-BUNDY LUMBER CO., INC.
Norfolk, Virginia

NORTH DAKOTA
JACK R. KINNARD & CO.
Minot, North Dakota
R•O•W SALES AGENCY
Spokane, Washington

OHIO
THE MAHONEY SASH & DOOR CO.
Canton, Youngstown, Ohio
R•O•W WHOLESALE DISTRIBUTORS, INC.
Norwood, Ohio
FABROW MFG., INC.
Toledo, Ohio

OKLAHOMA
LUMBERMEN'S SUPPLY CO.
Oklahoma City, Oklahoma

OREGON
OREGON PULP & PAPER CO.
Salem, Oregon
R•O•W SALES AGENCY
Spokane, Washington

PENNSYLVANIA
ADELMAN LUMBER CO.
Pittsburgh, Pennsylvania
JOHNSON & WIMSATT, INC.
Westville, New Jersey
A. ROBERSON & SON, INC.
Binghamton, New York

RHODE ISLAND
GENERAL WOODCRAFT CO., INC.
North Bergen, New Jersey

SOUTH CAROLINA
R•O•W DISTRIBUTORS
Rocky Mount, Virginia

SOUTH DAKOTA
WATERTOWN SASH & DOOR CO.
Watertown, South Dakota
R•O•W SALES AGENCY
Spokane, Washington

TENNESSEE
V. E. ANDERSON MFG. CO.
Owensboro, Kentucky
R•O•W DISTRIBUTORS
Rocky Mount, Virginia

TEXAS
CHUPIK WOOD MFG. CO., INC.
Temple, Texas
B. I. BARFIELD & SONS, INC.
Amarillo, Texas
H. E. WOODRUFF CO.
Corpus Christi, Texas
LUMBERMEN'S SASH & DOOR CO.
Dallas, Texas
SOUTHWEST SASH & DOOR CO.
Houston, Texas

UTAH
R. W. FRANK & CO.
Salt Lake City, Utah

VERMONT
GENERAL WOODCRAFT CO., INC.
North Bergen, New Jersey

VIRGINIA
DALTON-BUNDY LUMBER CO., INC.
Norfolk, Virginia
JOHNSON & WIMSATT, INC.
Washington, D. C.
R•O•W DISTRIBUTORS
Rocky Mount, Virginia

WASHINGTON
ACME MILLWORK, INC.
Kirkland, Washington
R•O•W SALES AGENCY
Spokane, Washington
SPOKANE SASH & DOOR CO.
Spokane, Washington

WEST VIRGINIA
R•O•W DISTRIBUTORS
Rocky Mount, Virginia

WISCONSIN
WISCONSIN WINDOW UNIT CO.
Merrill, Wisconsin

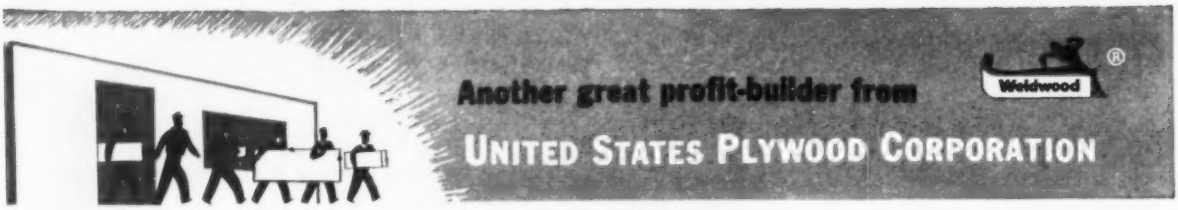
WYOMING
FOWLER & PETH
Cheyenne, Wyoming
R•O•W SALES AGENCY
Spokane, Washington

CANADA
W. H. CLARK LUMBER CO., LTD.
Edmonton, Alberta
D. PORTER & SON
Stellarton, Nova Scotia
M-P PRODUCTS, LTD.
Vancouver, B. C.

Being able to wash both sides of your windows from inside the house is a great convenience. Modern R·O·Ws can not only be washed indoors, but can, in addition, be painted in the basement or taken to the hardware store for glass replacement.

Spring pressure construction insures snug-fit weather protection during all seasons of the year.

R·O·W SALES COMPANY 1322 • • 68 ACADEMY AVENUE • FERNDALE 20, MICH.



Nobody gets in a jam *WITH THIS DOOR*

But nobody. Not the man who buys the Weldwood® Staved Lumber Core door for his own *use*. And certainly not the smart building supply dealer who stocks it to turn a profit.

Mr. Dealer, of course, turns *more* than a profit. *He turns buyers into SATISFIED customers.*

And why not? Look what this famous Weldwood door offers his trade:

1. The Weldwood Staved Lumber Core Door is made with the finest hardwood face veneers available in any stock flush door. You can choose from many popular woods.
2. It is moderately priced and extremely durable, virtually warp-free.
3. It's adaptable to custom-made lights and louvres and can be hung from either side.
4. Hardware goes on like a song — quickly, easily, permanently.
5. The bonding is 100 percent waterproof phenolic glue. So the Weldwood Staved Lumber Core Door serves efficiently in exterior as well as interior use.
6. A full line of sizes.

You can easily see why this beautiful and practical flush door is chosen for stores, banks, office buildings, hospitals and fine homes.

You certainly make the most of every sales opportunity when you carry a complete stock of Weldwood Staved Lumber Core Doors.

United States Plywood Corporation carries the most complete line of flush doors on the market, including the famous Weldwood Fire Doors, Weldwood Stay-Strate Doors, Weldwood Staved Lumber Core Flush Doors and Mengel Solid Core and Hollow Core Flush Doors, 1⅜" and 1¾" with a variety of both foreign and domestic face veneers.

WELDWOOD® FLUSH DOORS

Manufactured and distributed by

UNITED STATES PLYWOOD CORPORATION

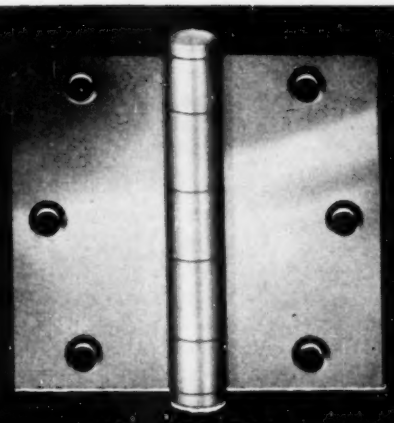
World's Largest Plywood Organization

55 West 44th Street, New York 36, N. Y.

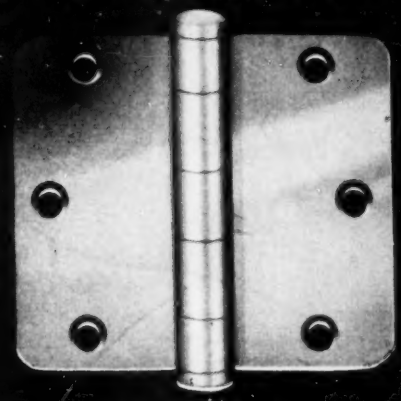
Branches in Principal Cities • Distributing Units in Chief Trading Areas

Profitable BUTT HINGES by

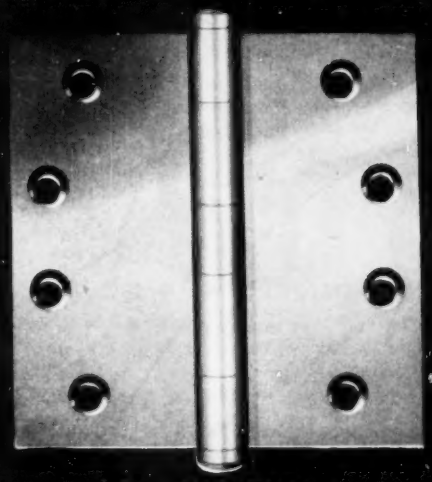
NATIONAL LOCK



No. A65-025
3½ x 3½" regular butt



No. A65-025R
3½ x 3½" round cornered butt



No. A65-026T
4 x 4" template butt

Regular Butts

The popular regular BUTT HINGE; also available in half surface type. A quality item proved in the field by "the man on the job". Packed one pair with screws in a rugged, easily handled box. A steady sales producer.

Round Cornered Butts

Same high quality as the Regular Butt Hinge. Has added feature of ¼" radius round corners. Eliminates hand mortising. Saves time and costs. Available in two sizes—3½ x 3½" and 4 x 4". Neatly and conveniently packaged.

Template Butts

For use with steel frames and either steel or wood doors. Machine screws furnished for steel frame—steel door installations; both machine and wood screws supplied for steel frame-wood door combinations. Available in the three most popular sizes—3½ x 3½", 4 x 4" and 4½ x 4½".

NATIONAL LOCK Regular Butts, Round Cornered Butts, and Template Butts are available in all standard finishes . . . ball tip or button tip . . . loose pins. NATIONAL LOCK Butts are always uniform in size, conveniently, attractively packaged and profitable to sell. Ask your jobber for complete details or write for Builder's Hardware Catalog.

distinctive hardware . . . all from 1 source

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

Sold only through jobbers

35th ANNIVERSARY PACKAGE
FOR Progressive Dealers
FROM Renta Clarke
"It's our 35th Anniversary
–but the package
is for YOU!"
Clarke
Anniversary
Model P-11
Maintainer
Anniversary
Model EC-8
Sander
Anniversary
Model C-5
Edger
Clarke
CLARKE SANDING MACHINE COMPANY
35th
Anniversary
KUNKEMOK, MICHIGAN
LOOK FOR THESE NEW
MACHINES AT THE CLARKE BOOTH AT YOUR
STATE LUMBER DEALERS SHOW!

Clarke offers you

a smash-hit rental threesome

to *Celebrate its 35th Year!*

Three brilliant new anniversary floor machines for '53 that's what Renta Clarke has all wrapped up, ready and waiting for you! Each represents 35 years of Clarke know-how in the rental floor maintenance field. Each is a rugged, designed-for-the-job machine that will keep on paying you profits month after month — all year 'round. If your cash register already is playing a profitably merry tune with Clarke equipment, you'll want these great new models to add still more customers. And if you haven't already established a rental department, here's your chance to cash in on big profits with these Renta Clarke models for 1953! Be the first in your area to offer these NEW Clarke rental machines — place your order today!

Renta says:

"Take it from me... YOU'll WANT ALL THREE!"

☆ *35th Anniversary*

ALL NEW MODEL EC-8 SANDER

Now — the fastest cutting and easiest handling machine in the rental field! Has rugged 1½ h.p. motor. This sander features an exclusive new type drum permitting easier, faster sandpaper changing and new, more powerful vacuum for cleaner dust pickup. Loaded with other new features.

☆ *35th Anniversary*

ALL NEW MODEL C-5 EDGER

Here's just the machine for sanding borders, stair treads, landings, closets and narrow corners. A built-in headlight shows the way in dark corners. Lightweight, it makes even the toughest job easy for the *do-it-yourself* customer. Flat top permits standing machine upside-down for easy changing of sandpaper.

☆ *35th Anniversary*

ALL NEW MODEL P-11 FLOOR MAINTAINER

The non-professional can't help but keep floors gleaming with this whisper-quiet, easy to handle P-11 floor maintainer. Lightweight, it stores in a square foot of space . . . scrubs, polishes, waxes, steel wools. Ideal for stores, homes, clubs, churches, libraries, banks, etc.

WIN Clarke equipment!

FREE! FREE!

If you have an old Clarke Sander or Edger, you may win new equipment or one of the many prizes in Clarke's 35th Anniversary Contest. All you need do is send us the serial number of your old machine on the official contest entry blank. Mail the coupon for your entry blank today!

FREE

RUSH ME THE CLARKE CONTEST ENTRY BLANK!

CLARKE SANDING MACHINE COMPANY
461 Clay Avenue, Muskegon, Mich.

Rush me the Clarke Contest entry blank PLUS the new 16-page folder detailing Clarke's More Business rental plan.

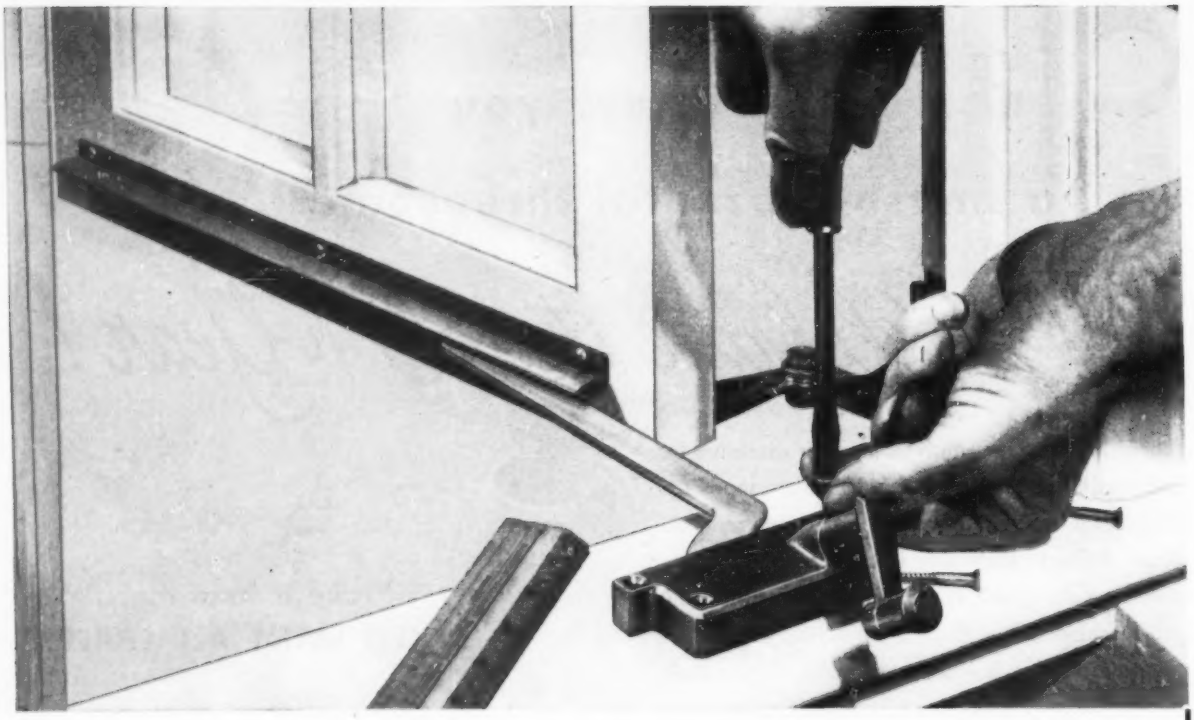
NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

Clarke

SANDING MACHINE COMPANY
461 Clay Avenue, Muskegon, Michigan
Authorized Sales and Service Branches in All Principal Cities



A RULE AND A SCREW DRIVER AND ANYONE CAN INSTALL A GETTY OPERATOR

Two measurements, six screws. That's all anyone needs to replace an obsolete wood casement operator or staybar with a new Getty operator.

There is a tremendous replacement market—right in your neighborhood—for Getty operators. One independent survey shows an average of two casement windows in every home.

You sell Getty operators proudly and profitably. *They are used on more casement windows in America than all other operators combined.* And when you sell a dozen you make about $10 profit.

A wide-open market! A leading product! A tidy profit! Customer satisfaction! What more could you ask for?

Write for our descriptive brochure A. It contains complete information on our three types of operators (internal gear, external gear, horizontal drive) and our specialty hardware for every type of wood and metal casement.

Permits 100% window opening!

No need to remove screens and disturb blinds when opening or closing windows!

H· S· GETTY & Co., Inc.

3348 NORTH 10th STREET • PHILADELPHIA 40, PA.

Swingin' on the Gate

2,400 pounds of Jeep and People hang from a 42 pound gate! IMPOSSIBLE?, NO!, WHY? It's an ALPRODCO, tempered ALUMINUM "Life-Time" gate. Bull-strong, Light and Beautiful. Sizes four to sixteen feet ready to hang. Also made of galvanized Spring-steel.

The Farmer is Ready to Buy! Be Ready to Sell!

FOR COMPLETE DESCRIPTION AND PRICES *Write the Factory Nearest You*

ALPRODCO, INC.
MINERAL WELL, TEXAS

ALPRODCO, INC.
KEMPTON, INDIANA

ALPRODCO, INC.
DUBLIN, GEORGIA

ARMSTRONG PRODUCTS, INC.
BOX 437, ONTARIO, CALIF.

ATLANTIC ALUMINUM CO.
WAYNESBORO, VA.

CARTWRIGHT COMPANY
COLLIERVILLE, TENN.

HENRY FIELDS ALUMINUM PRODUCTS
SHENANDOAH, IOWA

WAYSIDE INDUSTRIES
MENTOR, OHIO

MARSHALL COMPANY
4747 W. COLFAX, DENVER, COL.

MARSHALL COMPANY
ARLINGTON, NEBRASKA

you'll be glad you DID

PROVEN IN 1,000,000 HOMES

PIONITE

Decorative Plastic Laminates

It will pay you to feature super-hard, high pressure Pionite. America's leading dinette makers report it's the perfect plastic surfacing material. In more than 1,000,000 homes it has proven virtually indestructible, retaining its sealed-in beauty while resisting stains, scratches and burns. Profit by Pionite's many applications in the home — on sink, counter and cabinet tops, and as paneling, in kitchens, bathrooms, playrooms, laundries and on furniture. Important too is Pionite's outstanding value, made possible by the most advanced techniques and equipment.

Pionite is also used extensively in stores, factories, commercial establishments, offices, hotels, restaurants, bars, schools and institutions.

Standard 1/16" sheets available up to 3' x 8' in striking sales-tested patterns and colors for every decorative requirement. Backing sheets in same sizes. Easily bonded to plywood, Pionite can be readily sawed and installed.

Find out how you can profit by a Pionite distributor plan. Write for complete information, including illustrated brochure and samples. A few selected territories available.

Pionite's non-porous, non-absorbing, chemically inert surface is achieved by welding together, under heat and high pressure, sheets of resin impregnated material to form a solid laminate.

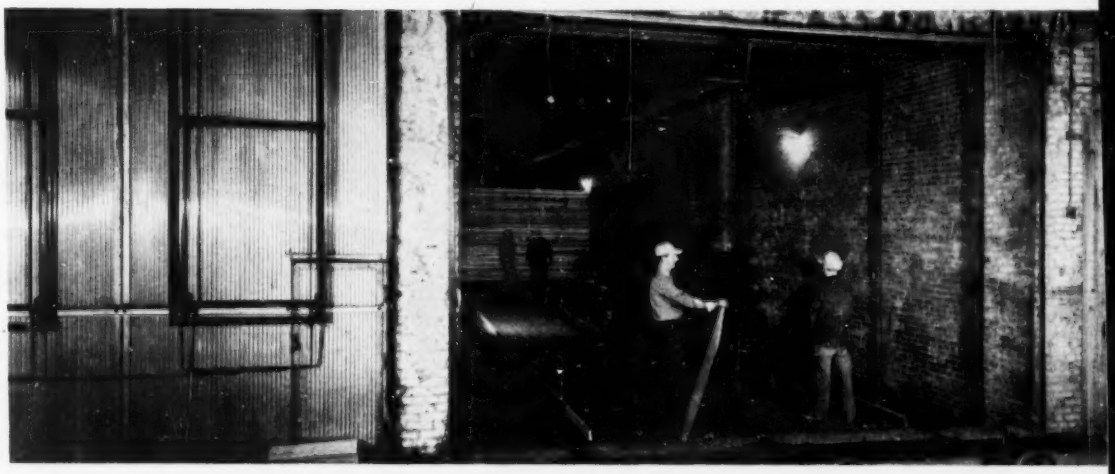
Pioneer PLASTICS CORP.

28 Goodhue St., Salem, Mass.

New York: 47 West 34th Street • Chicago: Space 1811A, American Furniture Mart.

Let your General Jobber do your second guessing

There is no need to carry a wide variety of flush door sizes to meet unusual demands—no need to try to "read your customers' minds." You can fill in your stock from the generous warehouse stocks of your General Jobber whenever you wish . . . without a day's delay.



Carefully selected lumber is dried by carloads in these huge kilns

flush door quality starts at the dry kiln

The moisture content of the stiles, rails and lock blocks for General Doors is reduced to a limit of 5 to 7% in General's battery of kilns, each with a capacity of over 4 carloads of lumber. This, plus General's secret process for relieving grain stresses, prevents warpage, common cause of flush door dissatisfaction.

Consider these other reasons for General quality:

THE WORLD'S MOST BEAUTIFUL DOORS—Premium door face panels are either one piece or perfectly matched for grain and color.

THREE-PLY PANELS—33 1/3% thicker than most door panels. Made to rigid standards under our control. General's huge veneer plants are devoted exclusively to General Door panels.

SCIENTIFIC CORE DESIGN—Inert 3" fibre rings are precisely spaced 1½ apart to give panels the strongest support known to the industry.

HOT PLATE PRESSED—Glues are driven deep into panels, frames and cores with more than a half million pounds pressure and then set by heat for all time.

BELT SANDING—Finished on the most modern double belt sanders, for satin-smooth, flawless surfaces.

From log to veneer . . . from panel to finished door . . . ever step in the manufacture of General Doors is quality-controlled and inspected. General's extensive facilities are your positive assurance of uniform satisfaction—year after year—for you and your customer.

GENERAL PLYWOOD CORPORATION
LOUISVILLE 12, KENTUCKY

The doors that pass the "Elephant Test"

Filling a customer's order for Trinity white cement at W. J. Bailey Co., San Diego, California

THIS IS ABOUT all there is to our story: We make a very excellent white cement . . . we tell and re-tell the white cement users about it . . . we supply the dealers . . . the dealers supply the users . . . the jobs turn out beautifully . . . and everyone up and down the line is happy. If we are not now serving you—may we?

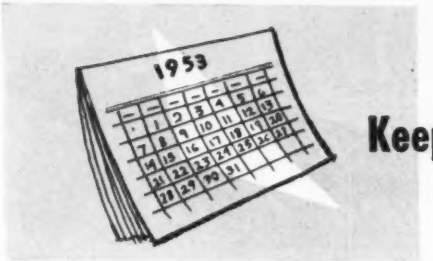
Trinity White

the whitest white cement

As white as snow

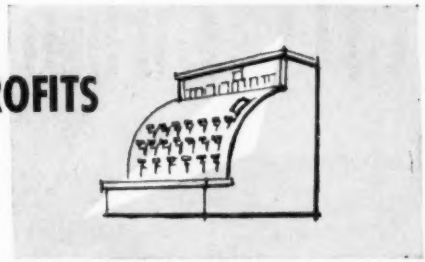
. . . plain or waterproofed

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles



Keep them Up to Date on Windows

—They'll Keep you Up to Date on PROFITS



What's new in windows—where should different types of windows be used in a home—why are windows of Ponderosa Pine to be preferred? *Your customers are hungry for the answers to those questions*—and they'll find those answers in this stimulating booklet—page after page of stimulating attractions and ideas for using Ponderosa Pine awning windows—picture windows—casements—and other types.

Offered in our national advertising, this booklet—"The New Outlook"—has produced hundreds of worthwhile inquiries from home owners. Why not put it to work building profits for YOU? Mail the coupon for a free sample copy—then order in quantity for your customer list.

Ponderosa Pine
WOODWORK

Ponderosa Pine Woodwork
Dept. VAL-1, 38 South Dearborn Street
Chicago 3, Illinois

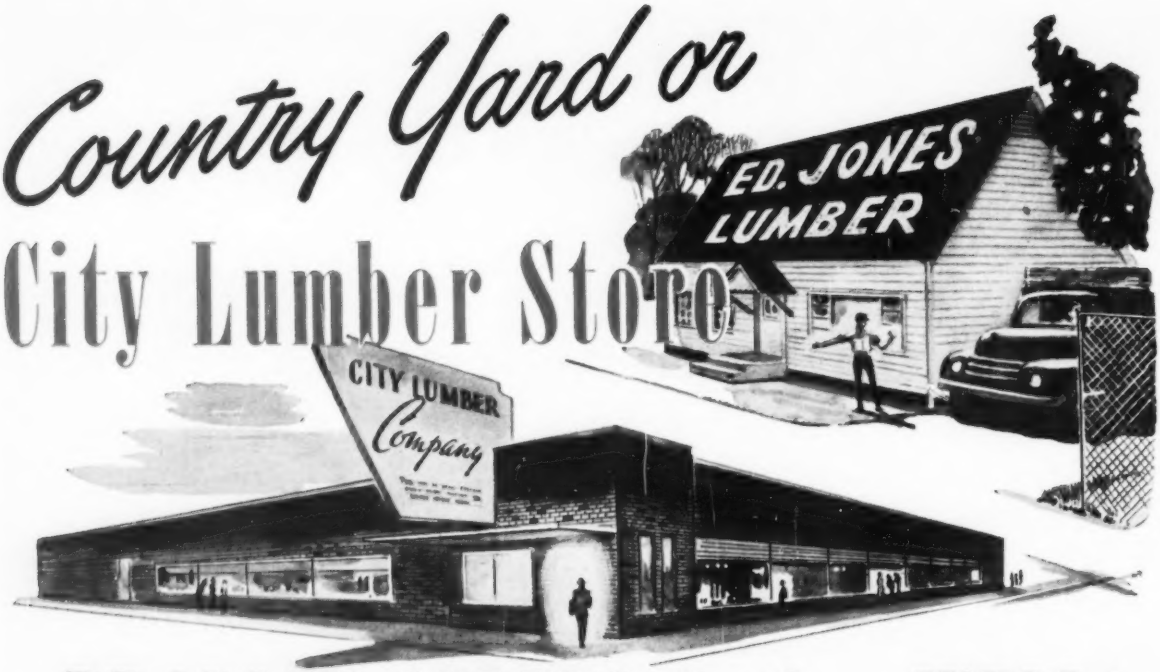
Gentlemen: Please send me a free sample copy of "The New Outlook."

Name.....

Address.....

City.....*State*.....

Country Yard or City Lumber Store



BRADLEY SERVES Both...WELL!

That's because it's Bradley's fixed policy that each order must be considered and made up to best serve the dealer's individual business.

This practice applies to the one-car order from the small country yard, to a 10-car schedule from the big city building material store and to all between.

Such responsible, consultive interest in each customer's inventory requirements has long been a vital feature of Bradley's highly specialized mixed-car service, in which we pioneered. An impressive list of loyal Bradley customers confirms the value dealers place upon it . . .

. . . Shall we quote on Your Requirements?

Arkansas Soft Pine . . . — *Satin-like Interior Trim*
Paneling, Finish, Mouldings
Sheathing, Shiplap, Boards, Dimension

Oak Specialties . . . . . — Stair Treads, Thresholds
Risers, Glued-up Panels

CAN LOAD ANY OF THE ABOVE IN CARS MIXED WITH:

Oak Flooring . . . . . . — Unit Wood Blocks*, Straight-line Strip*
Random Width Oak Plank
Each Prefinished or Unfinished
**Also in Beech and Pecan*

Standard of Comparison
Quality in Every Item

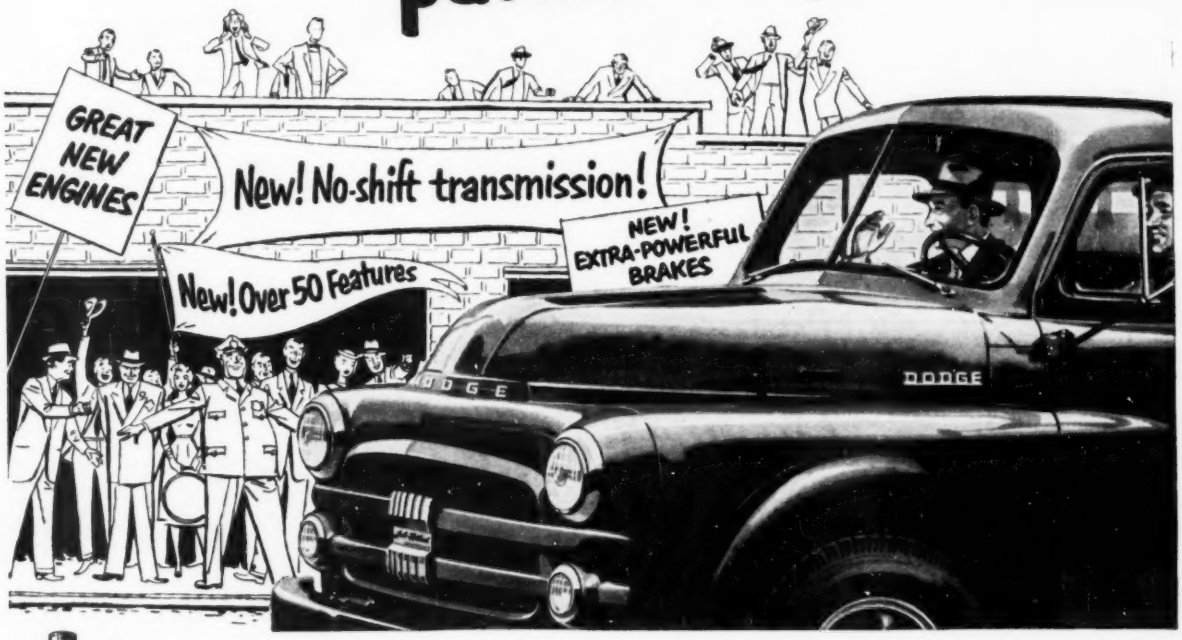
BRADLEY

BRADLEY BRAND

LUMBER COMPANY of Arkansas • WARREN ARKANSAS

ANNOUNCING

A new Dodge truck parade of power!



NEW! More powerful engines!

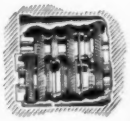
A parade of power! See the new Dodge "*Job-Rated*" trucks at your Dodge dealer's today. A total of 7 big, rarin'-to-go engines, including 3 brand-new power plants with high compression ratios and higher horsepower, greater cooling capacity, increased displacement, twin carburetion available on larger models. Plus famous features like 4-ring pistons with chrome-plated top ring, exhaust valve seat inserts.

In addition, the new Dodge trucks offer outstanding new brakes, new no-shift transmission, and over 50 other new features. See your Dodge dealer for the biggest truck buy on record!

For a truck, ½-ton through 4-ton that fits the job, see the NEW...

NEW! Extra-powerful brakes!

Stop easily on steep grades, fully loaded. Super-safe brakes give silky-smooth braking, reduced driver fatigue, greater load protection . . . new increased stopping ability on 1- through 2½-ton trucks! *PLUS* Dodge's oversize braking surface with Cyclebond linings.



NEW! Truck-o-matic transmission!

New Truck-o-matic transmission . . . available on ½- and ¾-ton models of Dodge "*Job-Rated*" trucks . . . saves shifting, cuts driver fatigue, lets you rock out of snow, mud, sand. Only Dodge offers shift-free Truck-o-matic! *PLUS* famous gyrol Fluid Drive, to lengthen truck life, protect your load.

NEW! Over 50 features!

50 ways new! Reinforced cab construction, improved exhaust system, extra-capacity radiators. Tinted glass, heaters with stepped-up heat output available. *PLUS* moistureproof ignition, high-torque capacity starting motors, and other dependability features. See your Dodge dealer.

DODGE "Job-Rated" TRUCKS *Now on display at Your Dodge Dealer's!*

"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

HAGER HINGES *®

This spring farmers will be asking for fence posts PRESSURE-CREOSOTED with U·S·S Creosote Oil

BE READY FOR YOUR SHARE OF THIS BUSINESS!

THIS year, more and more farmers are going to take advantage of the savings they can realize by using pressure-creosoted fence posts.

They've been reading advertisements like this in their favorite farm magazines and they are in the mood to buy.

In these advertisements, farmers in the reader's own vicinity tell how pressure-creosoted fence posts are giving them savings in labor, replacements and fence. And farmers rely on the word of men like themselves.

To buy fence posts pressure-creosoted with U·S·S Creosote Oil, farmers are directed to business establishments like yours. Be ready for this business by making arrangements now to handle these posts. You'll find it easy to build a profitable year-after-year post business.

As a leading producer of Creosote Oil, we'll be glad to put you in touch with a wood treater who can supply you with pressure-creosoted fence posts. Just fill in the card and mail it today; no stamp is necessary. United States Steel Corporation, 525 William Penn Place, Pittsburgh 30, Pa.

YOUR NEIGHBORS WILL TELL YOU:

"I'm saving on farm labor with pressure-creosoted fence posts"

MR. O. F. PATTERSON, JR., whose farm is located near Stanford, North Carolina, says:

"Four years ago we installed pressure-creosoted fence posts, and they look as good today as the day they were put in. We expect at least 20-25 years' more service out of these posts without any additional upkeep costs . . . they certainly will cut down on replacement costs and labor."

SAVE ON REPLACEMENTS AND FENCE, TOO

Pressure-creosoted fence posts actually give you three-way savings.

1. YOU SAVE ON LABOR— Pressure-creosoted posts are straight, smooth and easy to set. And because they last up to 7 times as long as untreated posts, they save all the labor of repeated resetting.

2. YOU SAVE ON REPLACEMENTS— Instead of having to replace untreated posts time and again, you can do the same job with only one pressure-creosoted post. Compare the cost of posts alone and the savings will surprise you.

3. YOU SAVE ON FENCE— Down fence often means damaged fence. Pressure-creosoted posts help protect your fence against this damage and expense.

Be sure the wood posts you buy are PRESSURE-CREOSOTED with U·S·S Creosote Oil

● Pressure-creosoted posts are engineered products of modern wood-treating plants. The right amount of Creosote Oil, forced into the wood, gives it protection against termites, fungi and dry rot.

Many pressure-creosoting plants treat their posts with U·S·S Creosote Oil. You are familiar with products of United States Steel, so you know that when posts are pressure-creosoted with U·S·S Creosote Oil a quality pr

Your fence supply you posts. If he stock he c quickly. For est supplier. no obligation

UNITED STATES ST
525 William Penn Pl

U·S·S CREOSOTE OIL UNITED STATES STEEL

Agricultural Extension Section
United States Steel Corporation
Room 2807-Q, 525 William Penn Place
Pittsburgh 30, Pa.

I would like to know more about pressure-creosoted fence nearest supplier. No obligation.

Name

Address

County

I would like prices on posts from the

UNITED STATES

MAIL THIS CARD TODAY—NO STAMP NEEDED!

United States Steel Corporation
Room 2808-I, 525 William Penn Place
Pittsburgh 30, Pa.

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product.

Name .....

Address .....

City .....

State .....

Don't pass up this opportunity to build volume and profits in

PRESSURE-CREOSOTED FENCE POSTS

Return this card today!

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L.&R.)
Pittsburgh, Pa.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL
Room 2808-I, 525 William Penn Place
Pittsburgh 30, Pennsylvania

Add Profits to Your Business-

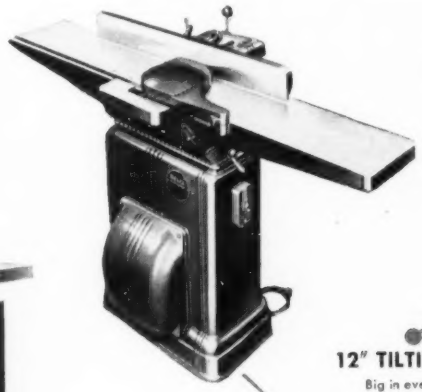
with the DELTA BIG 5

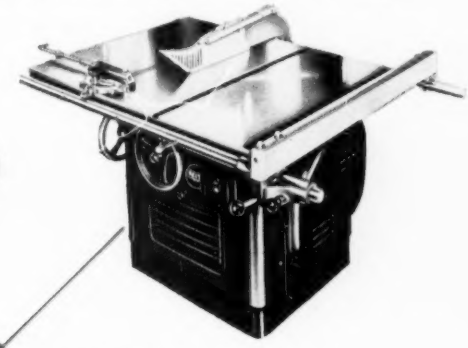
Reduce material handling costs—convert scrap lumber into profitable lumber—pre-cut lumber into ready-for-use form for consumer sales—by means of the Delta Big 5.

These proven, heavy-duty Delta machines are "built-to-take-it" — day after day, year after year.

Operating costs are cut to a minumum because Delta machines are economical to run. Their excellent safety features prevent costly accidents.

It's "good business" to replace outmoded, profit-killing machinery in your shop and to reduce your equipment investment by switching to Delta Big 5.





12" TILTING ARBOR SAW

Big in every way—cuts 4⅛" thick, cross cuts 19" x 1", dadoes 2" wide—rips to center of panels 60" wide. 38" x 48" work table. Full 120° swing auto-set miter gage. 8" and 10" models available.

8" JOINTER

Smoother, faster, safer. 60" long table. 4" x 34" fence tilts 45° right and left. Four-knife safety cutterhead. 4" and 6" models available.

20" BAND SAW

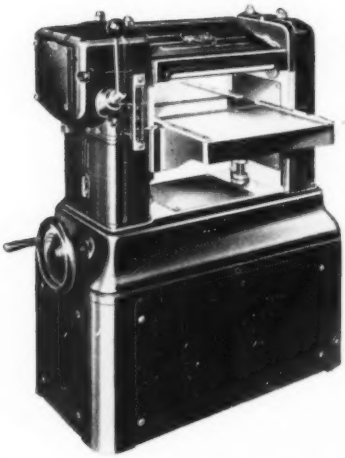
Ultra-modern design and construction—big capacity. 20" x 24" table tilts 45° right, 12° left. Massive double trunnions. Perfectly balanced wheels. 14" and 36" models available.

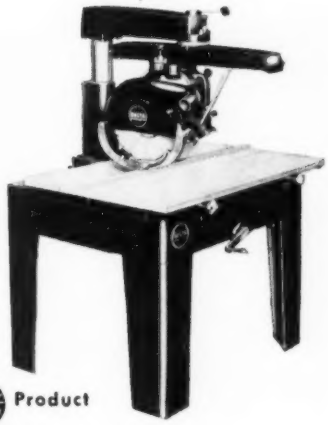
13" x 5" PLANER

Safe, accurate, versatile. Handles any material from 1/16" to 13" x 5" stock; 6" pieces unbutted. Double worm gear and single chain reduction feed roll drive. 24" x 8" model available.

16" RADIAL SAW

Advanced, practical design—the only radial saw made that cuts at any angle through 360° above work table. In 3, 5 or 7½ h.p. sizes. Cuts 5⅛" thick, has 30" saw travel—rips to center of stock 77" wide. Unequalled miter capacity. All controls in front. 8", 10", 12" and 14" models available.





You'll find your Delta dealer in your Classified 'Phone Directory under "Tools"—or write us for his name.

DELTA MILWAUKEE DELTA POWER TOOL DIVISION

Rockwell

MANUFACTURING COMPANY

678A N. Lexington Ave., Pittsburgh 8, Pa.

☐ Please send me the Delta "Big 5" catalog.

☐ Please send me the name of my nearest Delta dealer.

Name _____

Position _____

Company _____

Address _____

City _____ Zone ____ State ____

There's a Delta Power Tool for Your Job-

WOOD OR METAL WORKING

53 MACHINES 246 VARIETIES

MORE THAN 1300 ACCESSORIES

DELTA POWER TOOLS Another Product

Ceco windows let dry air in
...moisture out

Ventilators circulate air
...reduce humidity

Rain goods drain roofs
...keep water outside

How CECO products

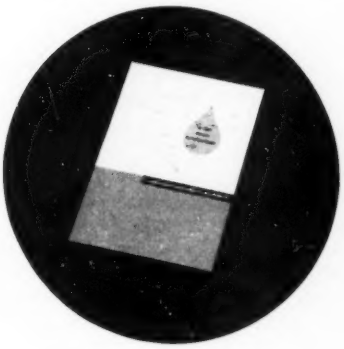
How many times have you heard
a home owner say . . .
"What can I do to stop condensation?"

Many times no doubt.

To help you answer this bothersome
question Ceco went to work.
The result . . . a comprehensive booklet
showing 10 ways to reduce excessive moisture vapor.
The booklet explains how modern
living conditions increase humidity.
It shows how Ceco products like metal windows
and ventilators reduce condensation
by circulating air . . . how rain goods
keep water out by properly draining roofs.

You'll want to pass on this helpful booklet
to your customers . . . use the
handy coupon for your free copies.

Write for this book...discover
10 ways to control condensation



control condensation

CECO STEEL PRODUCTS CORPORATION
Offices, warehouses and fabricating plants in principal cities
General offices: 5601 West 26th St., Chicago 50, Illinois

In construction products
CECO ENGINEERING
makes the big difference

CECO
CECO STEEL PRODUCTS CORPORATION
5601 West 26th St., Chicago 50, Ill.
Rush me ____ booklets on condensation titled
Water, Water, Everywhere.
Name.....
City.....
State.....

APPALACHIAN hardwoods

APPALACHIAN HARDWOODS
AMERICA'S FINEST

Buyers' Preference for Appalachian Hardwoods

is based on their excellent natural qualities—soft texture, easy workability, and beautiful graining.

Each of the leading firms listed here is prepared to supply you with the finest quality, precision manufactured Appalachian Hardwoods. Consult them on **your** next hardwood requirements.

***Christian Lumber Co.....Monticello, Ky.**
Appalachian Hardwoods Exclusively
Shipping Point: Burnside, Kentucky

The M. B. Farrin Lbr. Co....Cincinnati, Ohio
Kiln-Dried and Air-Dried Appalachian Hardwoods. "Century" Oak and Maple Flooring.

***M. E. Crisp Lbr. Co.....Welch, W. Va.**
West Virginia and Kentucky Appalachian Hardwoods, Oak, Poplar, Beech, Maple, Ash, Hickory, Chestnut and other hardwoods. All facilities.

***Cherry River Boom&Lbr.Co.,Richwood,W.Va.**
Appalachian Hardwoods, Flooring, Planing Mill Products, Glued Dimension.

***Bemis Hardwood Lbr. Co., Robbinsville, N.C.**
Hemlock, Hardwoods, Flooring, Dimension

D. D. Brown .....Elkins, W. Va.
Mfrs. Band and Circular Sawn West Virginia Appalachian Hardwoods—Kiln-Drying and Planing Mill Facilities. Established 1880.

***The Mower Lbr. Co.....Charleston, W. Va.**
West Virginia Hardwoods, Flooring & Glued-up Dimension. Dry Kiln and planing mill facilities. Mills: Cass, Nallen, Dailey, Durbin, Colcord & Pettus, W. Va.

***Meadow River Lbr. Co.....Rainelle, W. Va.**
Manufacturers of West Virginia Hardwood Products.

***Wood-Mosaic Co., Inc.....Louisville, Ky.**
"Parkay" Ready-Finished Hardwood Flooring, Lumber, Veneers, Dimension.

***McCracken & McCall, Inc...Lexington, Ky.**
Appalachian Hardwoods POPLAR BEVEL SIDING
Band Saw and Planing Mill at Flat Lick, Ky.

***Mowbray & Robinson Lbr. Co., Cincinnati, O.**
Mills at Combs, Ky. and West Irvine, Ky.
Complete Line of Appalachian Hardwoods. Maple and Oak Flooring.

***J. P. Hamer Lbr. Co.....Kenova, W. Va.**
Manufacturers
Appalachian Hardwood Lumber

Always Specify
Appalachian Hardwoods

★ *Member Appalachian Hardwood Manufacturers, Inc.*

Featured by building material dealers from Coast to Coast

THOMASON FLUSH DOORS

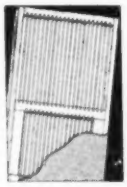
(HOLLOW OR SOLID CORE)

If *you* are not stocking these fast-selling flush doors, it will be definitely to your advantage to investigate the sales possibilities in your territory. If you do not know the THOMASON distributor in your area, write us for his name and address.

THOMASON FLUSH DOORS ARE AVAILABLE WITH THESE FACE VENEERS

Philippine Mahogany, Honduras Mahogany, Walnut, Oak, Birch, Knotty Pine, Gum.

NOTE CONSTRUCTION FEATURES



Solid Core

Hollow Core

IMPORTANT

THOMASON plastic-faced flush doors are now available You can choose from a wide range of domestic and foreign wood-grain plastics and from decorative plastics.

SOLD ONLY THROUGH DISTRIBUTORS

THOMASON
PLYWOOD CORPORATION
FAYETTEVILLE • NORTH CAROLINA

Call Roddiscraft for Mr. Short

WHEN customers call on you for short lengths of hardwood plywood, call on Roddiscraft. Don't let this profitable business slip through your fingers.

Your nearest Roddiscraft warehouse carries a stock of short size plywood in all the popular domestic hardwoods and such foreign woods as Mahogany, Prima Vera, Blonde Limba, Avodire—beautiful woods ideal for the home craftsman.

Short sizes cost you less—in many cases fit the job better and thus save waste—home craftsmen with their limited tools can handle short sizes easier.

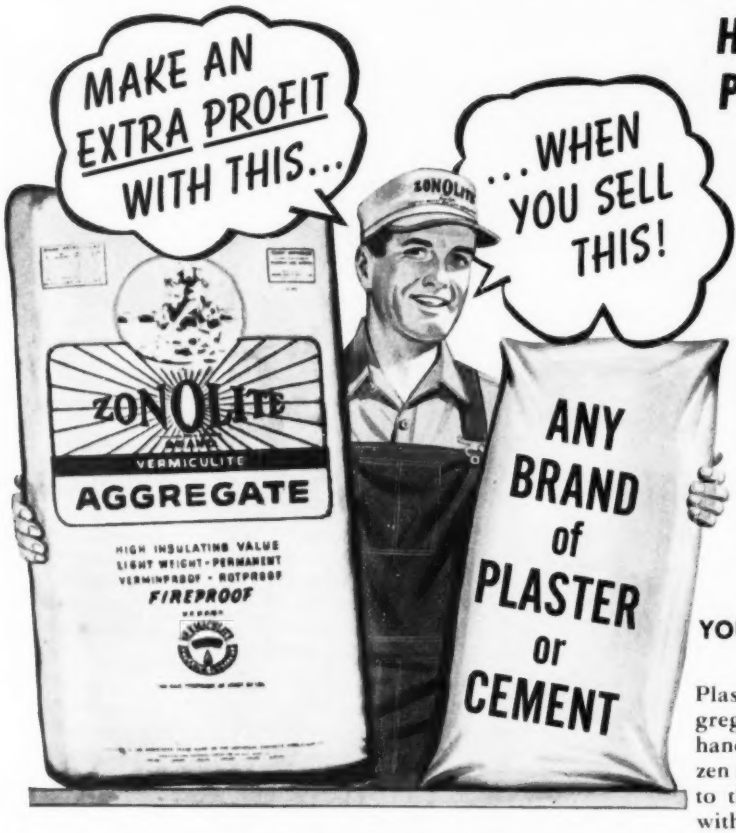
Call on us for short sizes—they'll help you build your plywood business.

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge 39, Mass. ..... 229 Vassar St.
Charlotte 6, N. C. ..... 123 E. 27th St.
Chicago 32, Ill. ..... 3865 W. 41st St.
Cincinnati 4, Ohio ..... 836 Depot St.
Dallas 10, Texas ..... 2800 Medill St.
Detroit 14, Mich. ..... 11855 E. Jefferson St.
Houston 10, Texas ..... 2425 Sabine St.
Kansas City 3, Kan. ..... 35 Southwest Blvd.
Los Angeles 58, Calif., 2620 E. Vernon Ave.
Louisville 10, Ky. ..... 1201-5 S. 15th St.
Marshfield, Wis. ..... 115 S. Palmetto St.
Miami 38, Fla. ..... 255-315 N.E. 73rd St.
Milwaukee 8, Wis. ..... 4601 W. State St.
New Hyde Park, L. I., N. Y. ..... 1756 Plaza Ave.
New York 55, N. Y. ..... 920 E. 149th St.
Port Newark 5, N. J. ..... 103 Marsh St.
Philadelphia 34, Pa., Richmond & Tioga St.
St. Louis 16, Mo. ..... 3344 Morganford Road
San Antonio 6, Texas ..... 727 N. Cherry St.
San Francisco 24, Cal., 345 Williams Ave.
San Leandro, Cal. ..... 720 Williams St.

Roddiscraft
RODDIS PLYWOOD CORPORATION
Marshfield, Wisconsin

Next time you can DOUBLE YOUR PROFITS with ZONOLITE* Vermiculite Aggregates!



Here's How to Make 2 Profits Instead of 1!

It's easy when you use this "Add-a-Sale" Plan! Next time you make a sale of cement or plaster, find out how it's going to be used, then suggest using lightweight Zonolite vermiculite Aggregate with it. You'll be surprised at the number of times that suggestion alone makes the additional sale.

It pays to make that extra sale, too, even if you stock sand and gravel. You not only make a larger profit, but it also costs considerably less in labor, time and money to store and handle Zonolite. A bag of Zonolite Aggregate weighs only about 32 lbs.—yet it replaces 400 lbs. of sand. And there's no shoveling, no tugging, no special equipment needed in handling Zonolite Aggregates.

YOUR CUSTOMERS WILL THANK YOU FOR SUGGESTING ZONOLITE

Plasterers and contractors like Zonolite Aggregates because they weigh so much less and handle so easily. And Zonolite ends the frozen sand pile problem. Leftovers can be moved to the next job. Concrete and plaster made with Zonolite mean bonus sales for you.

• Mail the coupon below for Free Booklet and full details on Zonolite Aggregates, with samples of latest selling helps.

Contractors Hail Zonolite Aggregates!

Plastering Contractor Gets Better Coverage with Zonolite

Harry A. Wilson of Delavan, Illinois, has been a plasterer for 32 years. Wilson states he definitely prefers Zonolite *to other lightweight aggregates* because Zonolite vermiculite Aggregate gives better coverage, and is cleaner and more uniform.

He says he also prefers Zonolite *to sand* for four good reasons: Zonolite is 1) easier to work, 2) saves weight, 3) saves time and 4) has good public acceptance.

General Contractor Increases Production in All Weather with Zonolite Plaster

Consistent user, William J. Stetzler of A. Stetzler & Sons, Morton and Peoria, Illinois, praises Zonolite vermiculite Plaster Aggregate.

Mr. Stetzler says he prefers Zonolite Plaster Aggregate because it: 1) adds insulation value, 2) achieves finer results in large rooms, and 3) increases his production, especially in bad weather . . . and thus has increased his volume of work and his resulting profits.

ZONOLITE BRAND VERMICULITE AGGREGATES

ZONOLITE COMPANY
Dept. AL-13
135 S. LaSalle Street
Chicago 3, Illinois

ZONOLITE COMPANY, DEPT. AL-13
135 S. LaSalle St., Chicago 3, Ill.

Count me in on your "Add-a-Sale" Plan. Please rush FREE BOOKLET AD-2 that tells how my customers can use Zonolite.

Name.....

Address.....

City.....*State*.....

*Zonolite is a registered Trade-Mark of Zonolite Co.

✔ Butcher shops and dozens of other businesses are potential M-67 Monowall customers. One commercial installation like this is equal in profit to several residential jobs.

WHEREVER CLEANLINESS MATTERS YOU CAN SELL ARMSTRONG'S M-67 MONOWALL

The butcher is just one of dozens of merchants in your community who require sanitary, durable walls. When you handle Armstrong's M-67 Monowall, you can interest many of these merchants in remodeling jobs. Your profit on one job like this is usually higher than on two or three home installations.

Businessmen like Armstrong's Monowall for several reasons. Its M-67 plastic finish insures long life and makes for easy maintenance. Its bright, colorful appearance enlivens the atmosphere of a shop—makes it a pleasant place to do business. Monowall can be installed quickly and neatly with little or no interruption of business.

Monowall's commercial market is big and getting bigger. Every time a store is remodeled, many other merchants around town see the advantage of an up-to-date place of business. Every commercial Monowall job you sell can bring you several more. If you would like a set of suggested direct mail letters to help you contact this important market, ask your Armstrong wholesaler or write to the Armstrong Cork Company, 4701 Lincoln St., Lancaster, Pa.

* T.M. applied for

Here's your checklist of commercial markets for Armstrong's M-67 Monowall

- ___ AMUSEMENT CENTERS
- ___ BAKERIES
- ___ BARBER SHOPS
- ___ BEAUTY PARLORS
- ___ BOWLING ALLEYS
- ___ BUS TERMINALS
  - ___ TICKET COUNTERS
  - ___ REST ROOMS
- ✔ BUTCHER SHOPS
- ___ CAFETERIAS
  - ___ FOOD COUNTERS
  - ___ DINING AREAS
- ___ CANDY STORES
- ___ CLINICS
- ___ CLUBS
  - ___ LOCKER ROOMS
  - ___ BARS
- ___ DAIRIES
- ___ DELICATESSENS
- ___ DENTISTS' OFFICES
- ___ DINERS
- ___ DOCTORS' OFFICES
- ___ DRUG STORES
- ___ DRY CLEANERS
- ___ FISH MARKETS
- ___ FLORIST SHOPS
- ___ GROCERIES
- ___ GYMNASIUMS
  - ___ LOCKER ROOMS
- ___ HOSPITALS
  - ___ CORRIDORS
  - ___ KITCHENS
  - ___ LABORATORIES
  - ___ THERAPY ROOM
- ___ HOTELS
  - ___ BATHROOMS
  - ___ COFFEE SHOPS
  - ___ KITCHENS
  - ___ LAUNDRIES
- ___ LAUNDRIES
- ___ LUNCH COUNTE
- ___ MOTELS
- ___ RAILWAY STAT
- ___ RESEARCH LAB
- ___ RESTAURANTS
- ___ SCHOOLS
- ___ SERVICE STAT
- ___ SUPERMARKE
- ___ TAVERNS
- ___ THEATERS

Armstrong's Building Materials

M-67* Monowall® • Cushiontone® • Temlok® • Hardboards • Insulating Wool

GREATEST STRIDE in FLOORING!

NOW IT'S B.F.Goodrich Koroseal® FLOOR TILE

B. F. Goodrich has re-named its vinyl plastic tile. Formerly known as Arraflor, it is now called KOROSEAL!

By giving an already established product the name Koroseal, we make *your selling, customer recognition* and *acceptance* EASIER . . . FASTER . . . MORE PROFITABLE.

Your customers everywhere *know* and have confidence in the names "B. F. Goodrich" and "Koroseal" . . . combined they mean QUALITY and dependable performance in vinyl plastics. Let these two great names — tops in selling power — go to work for you. They'll help you win new customers and roll up bigger sales volume.

For the Great "Do-It-Yourself" Market

B. F. Goodrich Koroseal Floor Tile has been developed in a special thickness . . . 80 gage . . . for homes. It is easy to handle, easy to cut and economical.

Suitable for interior installations, on, above or below grade.

B. F. Goodrich Koroseal Floor Tile offers this unequalled group of advantages . . .

Never Needs Waxing
Develops a high lustre merely through the normal buffing action of walking feet.

Anti-Slip Surface
for greater safety.

Maximum Wear
It's the same material from top to bottom — no coating, no lamination.

Defies Destruction
Super-resistant to oils, fats, greases...even acids and alkalies.

Send today for color charts and detailed information on B. F. Goodrich Koroseal Floor Tile. *Write Dept. L1, B. F. Goodrich Co., Flooring Division, Watertown 72, Mass.*

You can depend on B.F.Goodrich FLOORING PRODUCTS

RUBBER TILE • ASPHALT TILE • VINYL PLASTIC TILE • RUBBER COVE BASE • ACCESSORIES

the

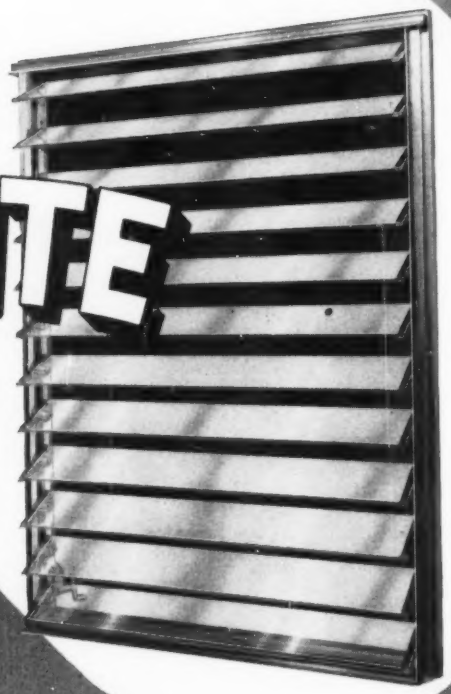
SPOTLIGHT

for 1953

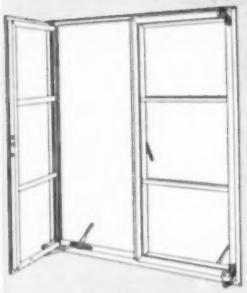
is on the

Curv-TITE

glass jalousie



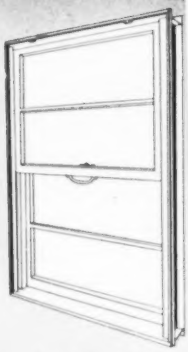
The ultimate in consumer demand has been incorporated in the CURV-TITE glass jalousie. Positive weather protection and trouble free service assure you of a quality product. Adaptable to every type of installation, its ease of setting makes it the builder's dream. Flexibility of sizes and symmetry of lines allow its use in any type of architecture.



Casement

Aluminum Louver

Storm Sash



Double Hung

Metal Arts Manufacturing Co., Inc.
P. O. Box 4144 Atlanta, Ga.
Att'n: Dept. AW
Please forward full information on your complete aluminum window line.

Name: .....
Co. Name: .....
St. Address: .....
City: ..... **State:** .....

Precision engineered aluminum windows close completely, yet open with little effort. The low initial cost, plus NO maintenance cost, will amaze you. Metalart Aluminum Windows carry the Aluminum Window Manufacturers' Seal of Approval, personification of quality standards of the highest order.

METAL ARTS MFG. CO., INC.

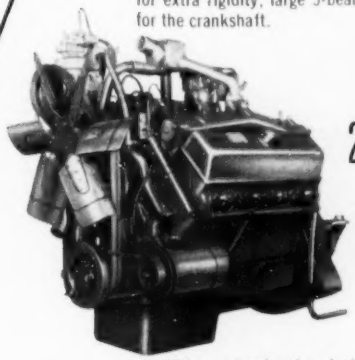
P. O. BOX 4144 **ATLANTA, GEORGIA**

You need a new set of rules to judge this AUTOCAR

The time has come to throw away the book and judge heavy-duty truck engines by a different set of standards. You won't find anything to compare with this modern valve-in-head V/8 engine. It has all kinds of power—200 plus hp—and the quick, sure response only the V/8 design gives. It has built-in smoothness of operation, quick pick-up, and good road speeds.

Smart buyers will appreciate these four typical examples of the modern design that went into every part of the engine:

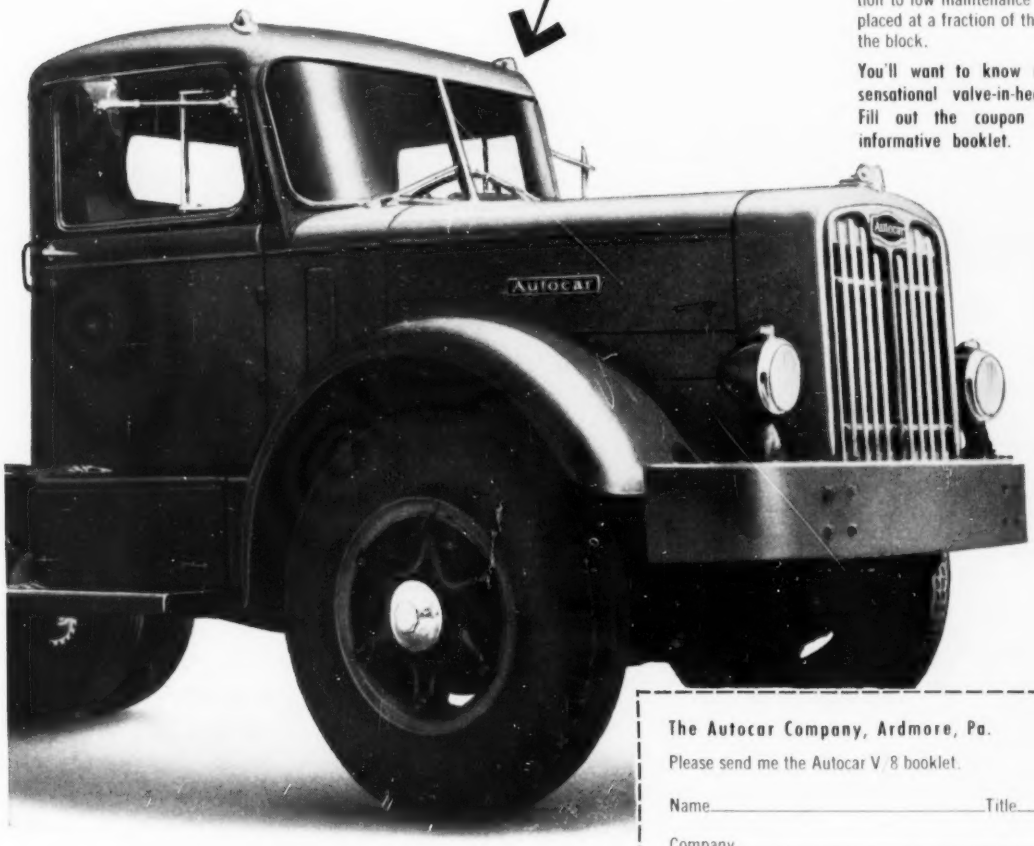
- Weight-power ratio lowest of all comparable truck engines—about 6 lbs. per hp.
- Boxlike V/8 construction of engine block for extra rigidity, large 5-bearing support for the crankshaft.



200 HP

- With overhead valve design, you can easily reach the points that require maintenance—downtime and shop labor costs are reduced.
- Wet cylinder sleeves, a major contribution to low maintenance costs, can be replaced at a fraction of the cost of reboring the block.

You'll want to know more about this sensational valve-in-head V/8 engine. Fill out the coupon below for this informative booklet.



The Autocar Company, Ardmore, Pa.

Please send me the Autocar V/8 booklet.

Name_____ Title_____

Company_____

Street_____

City_____ Zone____ State_____

Number of trucks in fleet_____

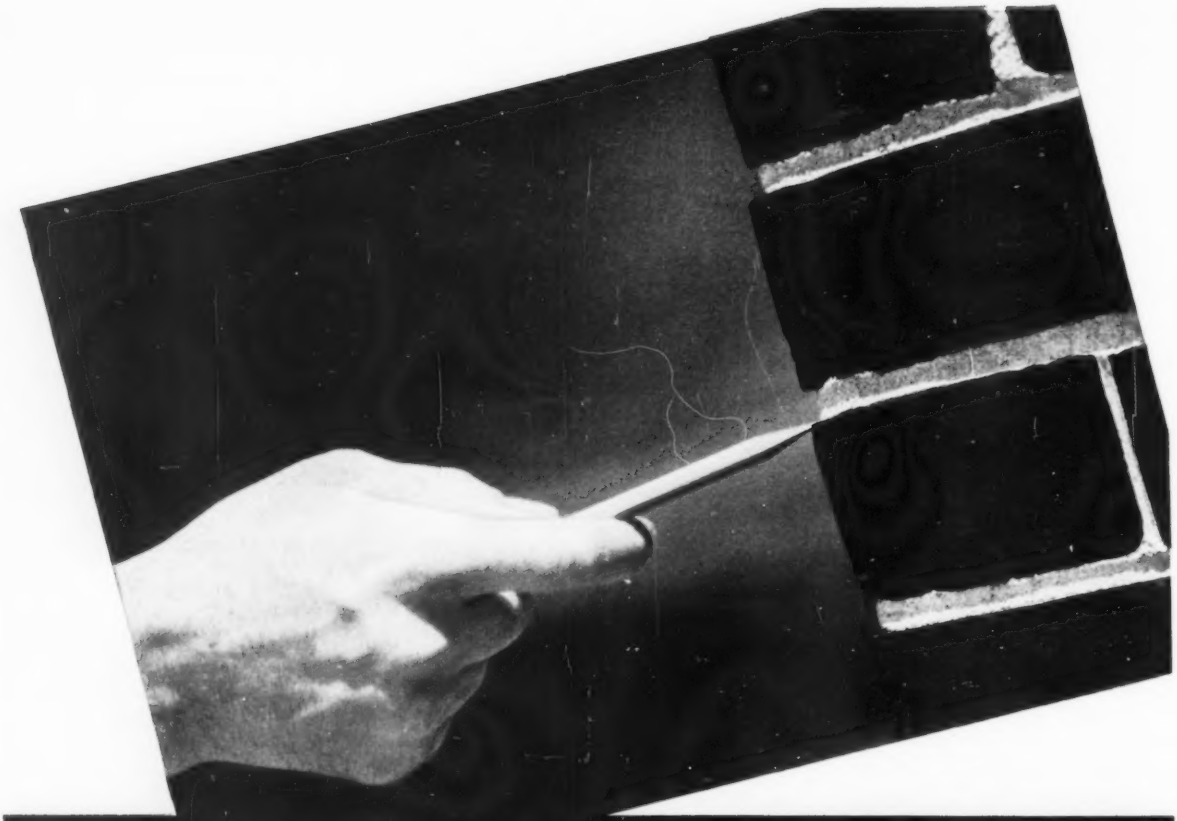
20A

AUTOCAR TRUCKS

The Autocar Company, Ardmore, Pa.

Established 1897

Factory Branches and Dealers from Coast to Coast



BRIXMENT

is more durable!

FOR permanent strength and beauty, mortar must be *durable* — must be able to withstand the alternate freezing and thawing to which it is subjected many times each winter.

Brixment mortar is *durable*. This durability is due partly to the strength and soundness of Brixment mortar, and partly to the fact that an air-entraining and water-proofing agent is incorporated into Brixment during manufacture. This helps prevent the mortar from becoming saturated — therefore helps protect it from the destructive action of freezing and thawing.

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

Advertisement

Kennatrack offers low-cost K-Frame for pocket doors

It takes a carpenter several hours to frame-up a rough opening, and install hardware for a disappearing door. But at best, he can't guarantee the job, simply because warpage often ruins the installation. Exposed to the ravages of heat and humidity, horizontal wood members—and the door itself—tend to buckle and bind.

K-Frame eliminates warpage

The old fashioned, all-wood frame, and the risks that are involved, are now a thing of the past. The secret is to install a complete, prefabricated K-Frame. It's the one way to make sure the door will operate perfectly for years to come. As the illustration reveals, the K-Frame vertical members are of heavy gauge steel (with wood inserts for nailing). What's more, the installation is so simple, so foolproof, even an apprentice carpenter can do the complete job—from assembling the frame to hanging the door—in 15 or 20 minutes. Track is factory installed in the header. Door rides smoothly, effortless, on not two, not four, but eight lifetime nylon wheels. Final adjustments for clearance can be made in a jiffy—another time-saving feature. It is also to be noted that the K-Frame can be installed in any type 2 x 4 wet or dry wall construction.

Every builder owes it to himself— and to his customers—to install a K-Frame just once, for conclusive proof that the K-Frame way is not only the best, but often the least expensive. Presently available from all Kennatrack suppliers, the K-Frame is an exclusive product of the Kennatrack Corporation, Elkhart, Indiana.

FREE BOOK EXPLAINS HOW TO SELECT BEST TRACK FOR JOB

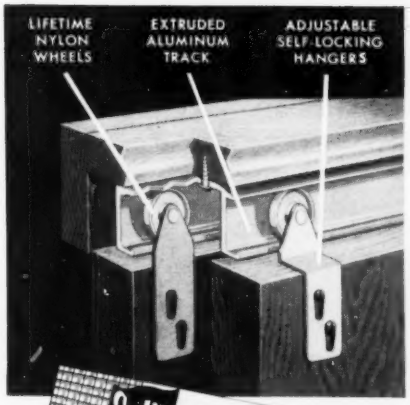
Thick doors, thin doors, heavy doors, light doors . . . 2, 3, 4 or more doors, by-passing or pocket doors . . . All these factors must be taken into consideration when you select sliding door hardware. Kennatrack's new "Buyers Guide" takes the guesswork out of your decision. Free of charge to builders and architects, copies may be obtained from Kennatrack suppliers or by writing Kennatrack Corporation, Elkhart, Indiana.

$5.50

LIST

for complete 2-door packaged kit, 48" opening. See your supplier for prices on other sizes.

is the new low price for quality sliding door hardware



Here for the first time is low-priced sliding door hardware *with Kennatrack quality features.* Track, with center mounting, is easily installed. No facia board needed. Doors can be hung or removed without detaching hangers. Performance is smooth, quiet, effortless. For use with closet, wardrobe or kitchen cabinet doors, ¾" to 1⅛" thick, 2, 3, or 4-door installations. *Scottie hardware is now available from your supplier. Look for the distinctive triangular plaid package.*

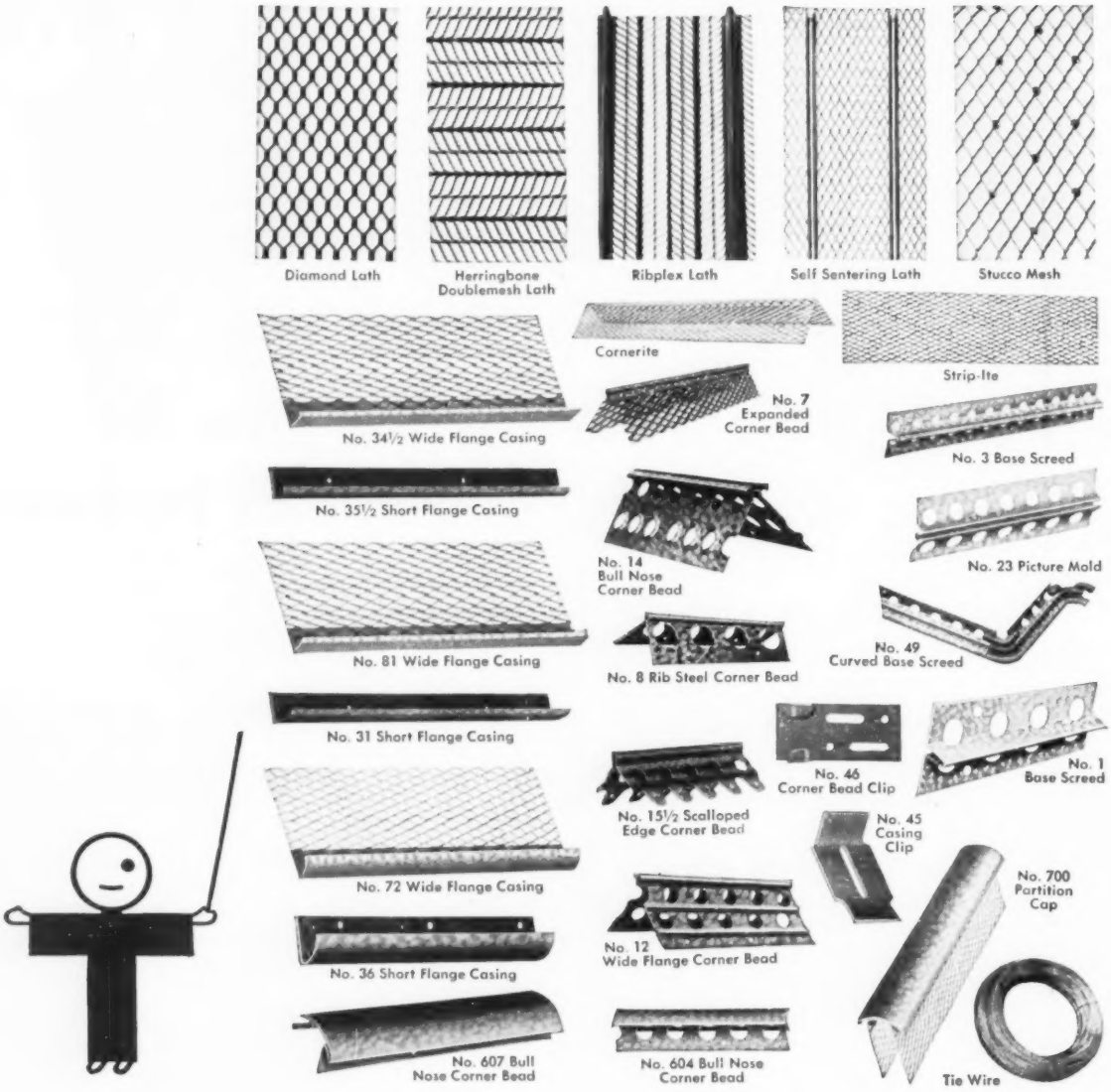
NEW Scottie

Look at the Pedigree!

KENNATRACK CORPORATION, ELKHART, INDIANA

World's largest exclusive manufacturer of sliding door hardware

TRUSCON...a name you can build on



Truscon has what it takes...for better business

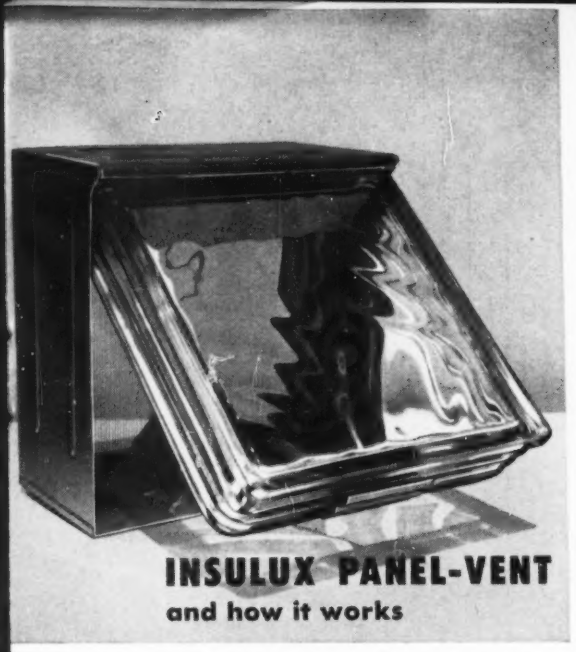
Truscon has the *exact* design . . . the *quality* construction . . . the *complete* range of metal lath and accessories you need for building craftsmanlike jobs and prestige.

Truscon offers *one reliable source of supply* for all these plastering necessities, available to you through the Truscon nation-wide system of warehouses and building supply dealers.

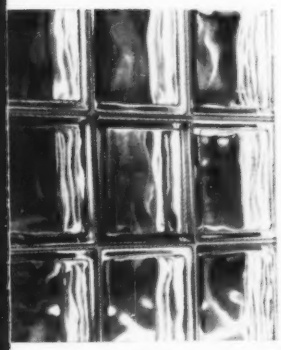
Concentrate on Truscon Metal Lath and Accessories for dependable performance on every job. Write for free illustrated literature describing Truscon products for *a better plastering* program.

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON® STEEL DIVISION
REPUBLIC STEEL CORPORATION
1058 ALBERT STREET • YOUNGSTOWN 1, OHIO



The *new* Insulux PANEL-VENT is a hinged, aluminum-framed half section of an eight-inch Insulux Glass Block. It is mortared into a panel in much the same manner as glass block.



Because the PANEL-VENT uses an actual half Insulux Glass Block, it fits and matches the panel into which it is set perfectly. Half blocks in any of six face designs are available. No special installation tools are needed.

PANEL-VENT is operated from within by a stainless steel rod. When closed, it is completely weathertight. An aluminum screen keeps out insects.

Use PANEL-VENT in existing block panels. Build it into new panel construction. Or, use it alone with concrete, brick or other materials.

INSULUX PANEL-VENT

THE NEW WAY TO VENTILATE GLASS BLOCK PANELS

NOW THERE IS A WAY you can ventilate Insulux Glass Block® panels without disrupting the symmetry of panel design. It's with the Insulux Panel-Vent.

Want more information? Our new folder gives complete details. Write for your copy and be ready with the answer when your customers ask how to combine the beauty and practicality of Insulux Glass Block with concealed ventilation. Address: Insulux Glass Block Division, Kimble Glass Company, Department AL-1, Box 1035, Toledo 1, Ohio.

KIMBLE GLASS COMPANY

Subsidiary of Owens-Illinois Glass Company

Toledo 1, Ohio

Make Big plans in '53 for

Whether you're a builder or selling to builders, get ready for more construction with FIRESTOP BESTWALL in 1953 than ever before.

Remember . . . FIRESTOP BESTWALL is the *first* wallboard to give 1 hour fire-resistance in single-layer application on both walls and ceilings—over both wood and metal framing.

FIRESTOP was the first gypsum wallboard manufactured under the Underwriters Laboratories Re-examination Service and stamped with the UL mark.

Already approved by Building Codes in over 200 communities, FIRESTOP BESTWALL can be used for any room—any building. It can be used in the home—on the farm—in office and factory. It can be used for new construction—or remodeling.

FIRESTOP BESTWALL®

It will do everything ordinary gypsum wallboard can do—and do it better.

FIRESTOP BESTWALL is the greatest development in dry wall construction since the introduction of gypsum wallboard over 40 years ago. Recommend and promote this exclusive *Certain-teed* product! Your customers—and your customers' customers—will want its important safety features.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 East 42nd Street, New York 17, N. Y.

Certain-teed BUILDING PRODUCTS

ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPSUM PLASTER • LATH • WALLBOARD

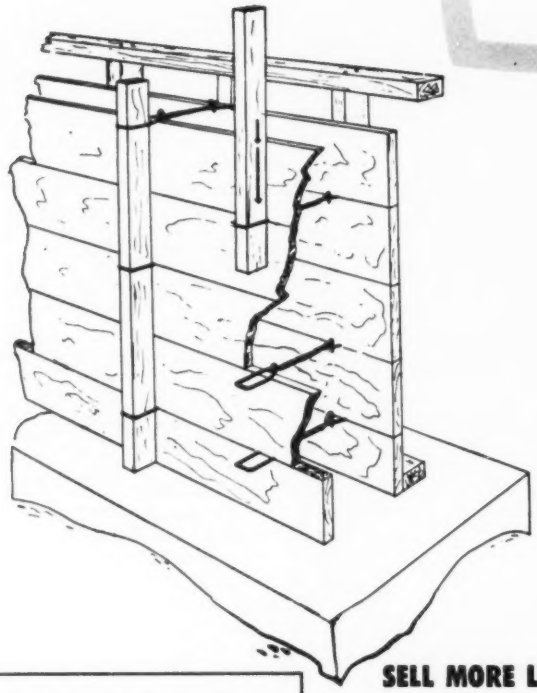
SHEATHING • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

NOW! newest addition to... "do it yourself" profit makers

Builds Big Volumes with Builders, Too!

2 x 4 TIES *by* **Gates**



CONCRETE FORMING NOW MADE EASY FOR ANYONE

The new Gates 2x4 tie eliminates spreaders, hand tying and saves hours for novice or professional.

SELL MORE LUMBER, MORE MATERIAL, MORE CONCRETE!

BUILDS BUSINESS

The Gates 2x4 tie will sell lumber and materials to another great new market by making concrete forming easy. Builds business with your builders and contractors, too. Saves up to 40% of all builders forming costs.

FREE INSTRUCTION MANUALS AND SALES AIDS

Every order contains pocket-size instruction manuals . . . well-illustrated to help even the least inexperienced man. Free display cards with first order. Demonstration model on order of 1000 or more ties.

GOOD PACKAGING

Packed in convenient bundles of 25 and 100. Average home, for example, takes 300 ties. Can be ordered for any wall width in even inches from 6" to 16". Gates ties sell!

SPECIFICATIONS

Packed in bundles of 100 ties and 25 ties. Two 100 tie bundles and two 25 tie bundles to the package. Not shipped in broken lots. In colorful instruction wrapper for display purposes. Available for even inch wall widths of six inches to sixteen inches on order. Standard tie size for eight inch wall. Price list gives cost of each size. Shipped motor freight or equivalent from Denver. All prices F.O.B. Denver. Weight 60 lbs. per 250 tie package of 8 inch ties. Ties made of No. 9 gauge galvanized wire. Suitable for wide range in rate of pour depending upon tie spacing. See spacing table with package for details. Average tensile strength 2500 lbs. per tie. Safe working load 1500 lbs. per tie.

WRITE FOR SPECIAL INTRODUCTORY OFFER!

Complete details, data, sample manuals and sample tie sent by return mail!

Gates & SONS, INC.
80 So. Galapago • Denver, Colorado

Company _____
Street _____
City _____ State _____

AT LAST

a
- **Fully Balanced**
and
- **Fully Weatherstripped**
window unit with
- **Removable Sash**

Here's the most practical and useful window unit to come along in years. It's precision made by Malta — a famous name in window frames!

Here's a complete window unit that's fully balanced! Comes fully weatherstripped with the exclusive Malta foam rubber seal and what's more—the sash is easily removed in a matter of seconds.

Here's quality . . . Here's economy . . . Here's utility. Malt-A-Master gives the building industry these 3 basic window improvements long sought by jobbers and dealers, architects and builders, and in turn by home buyers.

For complete details and descriptive literature telling the full Malt-A-Master story, see your nearest jobber or write The Malta Manufacturing Company, Malta, Ohio.

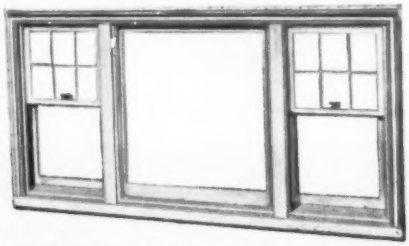
THE NEW Malt-a-Master

Exclusive!
Malta Foam Rubber Seal
The Malt-A-Master hits a new high in weatherstrip effectiveness. Behind the aluminum weatherstrip, a foam rubber filler is pocketed to make the unit more air-tight, more shock absorbent, draft and dust free.

THE MALTA MANUFACTURING CO. MALTA, OHIO

The MALTA MANUFACTURING Company
MALTA, OHIO

Supreme Quality Since 1901



Malt-A-Master units can be used in a variety of styles, including a beautiful picture window with Malt-A-Master double hung side windows.

A Year for Trained Fighters

Brawn, Brains, Skill and a Fighting Heart Will Be Needed by the Winners in the Competitive Struggle Ahead.

There is no denying that the coming months will be marked by an intensification of the competition which has been growing in the retailing of building materials in the past year.

A conservative government means at least a partial return to the normal processes of private enterprise — and there is nothing more normal about free functioning private enterprise than vigorous competition.

A balanced budget, tighter money, increased production, shrinking order files and backlogs, and growing consumer sales resistance will all tend to decrease demand in relation to supply. With more sellers and fewer self generating sales transactions a greater struggle for buyers' dollars will be inevitable.

That does not mean a bad year, a depression or even a recession. **It does mean the seller's market in the building industry is definitely finished.**

Three kinds of competition will grow, (a) competition for consumer's dollars between the building industry and other industries, (b) competition between dealers and other distributors in the industry for the local building dollars, and (c) competition between dealers in a local market for the sales volume available to retailers.

Back to Fundamentals

Dealers facing this problem realistically will remember certain fundamentals that have been temporarily forgotten for several years:

1. To perpetuate the business there must be a net profit. To have profit there must be sales volume. Sales volume without profit is worthless. Sales volume that has value must carry a profit. **Therefore the goal must be adequate but profitable sales volume.**

2. Defeat will not be in volume lost to competition but volume lost that might have been sold at a profitable price.

3. A price war between local dealers in a retailing area is indefensible, inexcusable, **unthinkable.** It is the surest way to profit suicide for all.

4. The securement of adequate profitable volume is never easy in a normal market—it requires a real fight, but the dealer who uses known fighting skills will leave the ring at the end of the year unmarked, unscarred—the winner on points—Points of Profit!

Competitive Skills Mean Success

Here are 10 time-tested and proven strategies, tactics and techniques which have won competitive battles.

Compete on service instead of price.

Seek consumer sales—they are always less competitive.

Cover all consumer markets.

Do more, and more consistent, advertising.

Promote extra profitable markets, extra profitable consumer packages and all long profit items of merchandise.

Make the whole organization sales and profit conscious — a creative selling group.

Place incentives behind consumer sales and related sales.

Hold regularly scheduled sales training meetings with employees and local contractors.

Strive to become the best customer of local contractors by selling their services for them.

Trim all costs to the bone except advertising and sales development investments — these should be **increased.**

The Champions in the prize ring of retailing are using this type of ring generalship — Why not you?

Art Hood

PANEL DISCUSSIONS will again highlight the NAHB convention at Chicago.

NAHB Convention Will Be "Builders' Workshop"

"How to do it" demonstrations will dominate 1953 National Association of Home Builders convention, Jan. 18-22 at Chicago. Record attendance expected.

The 1953 convention of the National Association of Home Builders at Chicago Jan. 18-22 will "definitely be a 'how to do it' affair," according to Frank W. Cortright, NAHB executive vice president.

House design, taxes, sales and merchandising, financing, cooperative housing and feature presentations on the use of gas and electricity in the home are examples of the wide range of subjects to be covered in the many general sessions, panel discussions and clinics.

"In effect," Cortright said, "we are turning the meeting into a 'builders' workshop' that will provide intensive coverage of virtually every current business and technical subject of interest to the home-building industry."

Nearly 250 manufacturers of building materials have taken exhibit space for the five-day convention. The displays will occupy four floors of the Conrad Hilton Hotel, including an expanded lower-level exhibit area. Exhibit personnel alone will exceed 2,000 persons.

Residential air conditioning, a new development that has captured builder interest, is to be given major attention at the convention. An entire general session will be devoted to demonstrations, study and discussion of this popular subject. Air conditioning equipment manufacturers, represented by the Air Conditioning and Refrigeration Machinery Assn., will participate in this session. In addition, there will be special displays of the latest equipment.

Because the convention will be in progress at the time the new administration is inaugurated there is expected to be strong builder interest in talks by leading housing authorities. Eisenhower's new HHFA appointee may participate in the program unofficially.

All persons connected with the home-building industry are eligible to attend the five-day convention. Advance registrations should be made to convention headquarters, National Association of Home Builders, 111 W. Jackson Blvd., Chicago 4, Ill. Registration is $15 for men and $10 for women.

The following meetings have been selected as especially interesting for the retail building material dealer:

Friday, Jan. 16

2:00 p.m. NAHB — Lumber Manufacturers Conference.

Monday, Jan. 19

2:00 p.m. "What's ahead for home builders in 1953—The Housing Job: Its size, financing and characteristics."
A summary of principal problems which will be faced by the industry in 1953.

2:00 p.m. Discussion panel: "The mortgage finance outlook."

Tuesday, Jan. 20

9:30 a.m. "Paint problems and the answers."
Hear the experts discuss this important phase of construction, be prepared to ask them questions.

2:00 p.m. "How to sell a house."
Top salesmen will tell you how they sell and give you ideas which will be valuable in your selling.

2:00 p.m. Remodeling clinic.
An opportunity for you to learn what others are doing in making new homes out of old ones.

2:00 p.m. "Operation Secrets" discussion.
Life magazine will make a presentation of a model of the famous "Operation Trade Secrets" house and the panel of experts will tell you how to build it.

8:00 p.m. "Better ways to process your applications for financing."
Here is where you can learn how to do a better job of putting through your loan applications.

Wednesday, Jan. 21

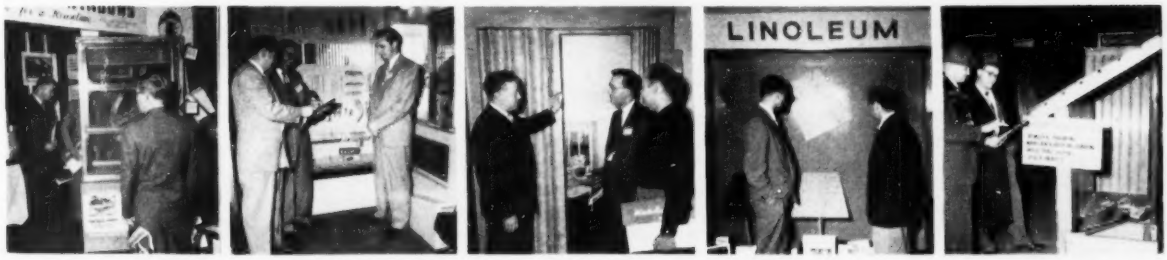
9:30 a.m. General Session.

1. "How to build roof trusses."
   Timber Engineering Co.
2. "How lumber is graded and how to use a moisture meter."
   National Lumber Manufacturers Assn.
3. "How to use lumber."
   Forest Products Laboratory
4. "How to get good masonry."
   Structural Clay Products Institute
5. "How to apply and tape dry wall"
   Gypsum Association
6. "How to apply insulating board sheathing."
   Insulation Board Institute
7. "How to get good concrete."

Portland Cement Association
Hear and see how to do it. Actual demonstrations on the stage of these processes. This is the first time NAHB has ever staged a presentation of this kind. You will have an opportunity to learn from actually watching how experts do it and tell how it should be done.

10:00 a.m. FHA VA questions and answer discussion group.
This popular and important question and answer session will review current FHA and VA regulations and procedures as they affect your business.

CONVENTION HALLS will be crowded again this year with thousands of dealers anxious to learn how the latest in new products can help them improve their profit margin. This picture was taken in the Milwaukee Auditorium.



NEW CONSTRUCTION TECHNIQUES, new specialty items, materials handling equipment and the latest developments in building materials are found in the hundreds of exhibits to be shown in the convention halls.

Convention Sessions Help Solve Dealers' Problems

Down-to-earth talks and demonstrations, coupled with displays of hundreds of new products, makes the current convention meetings of record value.

Ways and means of solving today's critical operating problems will highlight the business session programs scheduled for the state and regional retail lumber dealer conventions this year.

Special round-table clinics will discuss such problems as listed on the Ohio program:

"Can Your Salesmen Combat the Fly-by-Night Applicator?"; "What Minimum Volume Will Support an Outside Salesman?"; "How to Compete with Pre-fab Competition"; "How Can We Sell Turn-Key Jobs Without Antagonizing Contractors?"; "How to Use Temporary Summertime Employes Efficiently in Winter."

Space for manufacturers' exhibits for nearly every convention was sold out many months ago. Preregistration for the conventions indicates a record-breaking attendance.

Northeastern

"Changing Times Demand New Ideas" is the theme of the 59th annual convention of the Northeastern Retail Lumbermen's Association. The four-day convention, Jan. 26-29, at the Hotel Statler in New York City, will feature panel and shop-talk sessions intended to give dealers the type of information they need to solve their operational problems.

Panel sessions will be developed in advertising and merchandising; installment methods of financing; package selling; materials handling for small yards; cost of doing business and taxation; small yard problems; new and effective displays which are being used successfully by other dealers.

Headline speakers will include Earl Brooks, assistant dean of the New York State school of industrial and labor relations, Cornell University, who will speak on "Getting Results Through People"; Richard Sanzo, Dun & Bradstreet, will discuss "Operating Ratios."

A record number of 120 manufacturers and wholesalers will display their latest products, merchandising ideas and services.

The guest speaker at the lunch-

SOCIAL EVENTS scheduled for most conventions includes an elaborate banquet and floor show attended by dealers, wives and guests.

con climaxing the convention will be Dr. Norman Vincent Peale, who will talk on "The Art of Living."

Northwestern

Group discussions on "Operational Fundamentals" in which dealers themselves will be the participants will be a feature of the Northwestern Lumbermen's Association convention in Minneapolis, Jan. 13-15.

Secretary W. H. (Bill) Badeaux will moderate this panel. The participants will be Earl Bailkey, L. E. Streater Lumber Co., Minneapolis, "Meeting Competition at a Profit"; Paul Voteman, vice-president and general manager, Hasbrouck Lumber Co., Tripolic, Iowa, "Making Money for My Farm Customers"; F. J. Friedlein, Meuser Lumber Co., Guttenberg, Iowa, "The Applicator Stays Away"; D. B. Taylor, J. F. Taylor, Inc., Marshall, Minn., "Regaining Lost Profits."

A group discussion on "Installment Selling in the Lumber Yard" will be led by C. W. Balfany, Allied Building Credits, Inc., Minneapolis. The participants will be George Salzer, Salzer Lumber Co., Minneapolis, and Gene Taylor, Wilcox Lumber Co., Detroit Lakes, Minn.

John Egan, Wood Conversion Co., St. Paul, will lead a discussion on the subject, "The Remodeling Market in Your Community." Henry Wormhoudt, Wormhoudt Lumber Co., Ottumwa, Iowa, will lead a discussion on "The Prefabricator Versus the Conventional Builder" while "Credits and Collections" will be the subject of a discussion led by O. J. Van Lander, credit manager, John W. Thomas Co., Minneapolis.

The panel discussion, "Operation Trade Promotion," will include the following participants: Earl Hadlund, Masonite Corp., Chicago, "Uses and Abuses of Manufacturers Advertising Literature"; Gordon Lawler, managing editor, American Lumberman, "Dealer Interest in the Fast-Moving 'Do-It-Yourself' Trend"; G. F. Hoppe, sales promotion manager, Insulite division, M & O Paper Co., Minneapolis, "Dealer-Contractor Meetings"; J. M. Hoare, Old American Roofing Mills, division of Ruberoid Co., Kansas City, "Self Application by Consumers."

A Hoo-Hoo concat, banquets and stage shows are listed among the social activities.

Illinois

A panel of five retail dealers will speak at a breakfast on dealers' problems for retail dealers and their key men at the convention sponsored by the Illinois Lumber & Material Dealers Association, Inc., in Chicago, Feb. 10-12. The dealers are John W. Dain, Dain Supply Co., Mahopac, N. Y.; John T. Holmstrom, Skandia Coal & Lumber Co., Rockford, Ill.; Don A. Campbell, Boner-Campbell Co., Lebanon, Ky.; Russell W. Nowels, Nowels Lumber & Coal Co., Rochester, Mich.; Raymond Morris, Crawford-Morris Lumber Co., Mitchell, Ind.

Earl H. Davis, tax consultant with Wolf & Company, Chicago, will take one full afternoon program to give his talk, "The High Cost of Living and the High Cost of Dying," and to answer questions. Everett Conover, Conover Motor Co., Colorado Springs, Colo., a hit at the national Hoo-Hoo convention, will also be on the program. The Chicago Hoo-Hoo Club will stage their annual banquet, floor show and dinner on Wednesday evening, Feb. 11.

Louisiana

Dealers will also share the program with other speakers at the convention of the Louisiana Building Material Dealers Association at the Jung Hotel in New Orleans, March 18-19.

Ed Gavin, editor of American Builder, will moderate the panel discussion. Speakers will include H. R. "Cotton" Northup, executive vice president NRLDA; Larry Hart, vice president, Johns-Manville Corp.; Gerry Hoppe, sales promotion manager, Insulite; Tom W. M. Long, Pelican Lumber & Supply Co., Shreveport, La.; Ronald A. Coco, Ronald A. Coco, Inc., Baton Rouge, and Ivan Foley, R. F. Mestayler Lumber Co., New Orleans. Distributors will be represented on the panel by J. Reese Jones, Jr., Victoria Sash & Door Co., Shreveport, and Robert Carsen, Dealers Supply Co., Monroe, La.

Southwestern

An entertainment feature at the 65th Southwestern Lumbermen's Association convention in Kansas City, Jan. 28-30 will be Fred Waring and His Pennsylvanians.

Speakers scheduled for the business sessions will include Gates Ferguson, Celotex Corp., Chicago, "How to Make Your Advertising Pay a Profit"; Don Ross, Meredith Publishing Co., Des Moines, "The Fifth Plate"; other speakers on the program will be H. J. Munnerlyn, president, NRLDA, Bennettsville, S. C., and James Q. du Pont, E. I. du Pont de Nemours, Wilmington, Del.

West Virginia

Norman P. Mason, past president of NRLDA and chairman of the

CASH IN!

on today's booming do-it-yourself trend!

Revolutionary new GOLD SEAL

TILE-O-MATIC

gives you complete tile department for $25 . . . 5 sq. ft. of floor space puts you in big volume tile business!

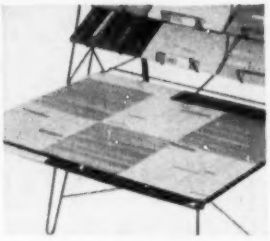
You're looking at the biggest news in the floor covering business: the sensational new Gold Seal TILE-O-MATIC that sets up a complete self-service tile department in just *five* square feet . . . that can put you in the booming over-the-counter tile field for $25 . . . *that actually pays for itself in 2 days of* average sale!

SPECIFICATIONS
Modern black steel wire construction; silk-screened 3-color display panels; 58½" tall; 28½" wide; 26" deep; 24 bins, each holding 18 9"x9" tiles; 432 tile capacity.

- Holds up to 432 standard, full-size 9"x9" tiles!
- Displays over 240 square feet of merchandise!
- Lets customers see, feel tiles without help! Self-service unit . . . saves your time!
- Stocks these nationally-known Gold Seal products—VinylTile, Linoleum Tile, Rubber Tile, Asphalt Tile!
- Comes stocked with your choice of huge tile assortment!
- Entire stock always on display . . . always selling itself!
- Holder on top displays big reprints of current ads!
- Pocket for giveaway copies of U-Do-It edition of MY HOME decorator books! 100 copies yours FREE!
- Pocket for easy-to-follow U-Do-It instruction folders!
- Pictures and hard-selling copy for fast-moving U-Do-It Kit!
- Easy-to-use tile calculator!
- Fold-out table for working out color combinations with actual tiles!
- 8 sets printed price cards and plastic holders included!

TABLE OPEN →

← TABLE CLOSED



Gold Seal U-Do-It program backed by *biggest ad campaign any smooth surface floor covering company has ever run in . . .* Walloping promotional campaign too!

LIFE

GOLD SEAL **FLOORS and WALLS**
CONGOLEUM-NAIRN INC., Kearny, N. J. ©1953

DON'T WAIT! First man in your area to get TILE-O-MATIC has tremendous competitive advantage! Call, wire, write your Gold Seal distributor . . . *or mail coupon right now* . . . for complete how-to-get information!

Congoleum-Nairn Inc.
Kearny, N. J.
I want to know more about the TILE-O-MATIC. Please rush complete information.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE____

Double Barreled
SALES ACTION!

STEEL K-D DOOR

FIRST BARREL

Sell as a
PACKAGED UNIT

SECOND BARREL

ASSEMBLE
and Sell
as a
TOP-QUALITY
ONE PIECE
RECEDING
TYPE
DOOR

NATIONAL BUILDERS SHOW — BOOTH 655

K-D gives you an EXTRA SHOT at your Customer!

K-D GARAGE DOOR SALES 19830 FITZPATRICK DETROIT 28, MICHIGAN

K-D GARAGE DOOR SALES
Please send me complete information and prices.
NAME _____
ADDRESS _____
CITY _____ STATE _____

construction committee of the U. S. Chamber of Commerce will be on the program of the West Virginia Lumber and Builders' Supply Dealers' Association at the Daniel Boone Hotel, Charleston, Jan. 26-27.

Other speakers will include J. F. Long, chemical director, Devoe and Raynolds, Louisville, and H. R. "Cotton" Northup of the National. Secretary Sam H. Diemer says that exhibit space is sold out and advance dealer registrations indicate a larger-than-usual attendance.

Indiana

Exhibit space for the Indiana convention is completely sold out, according to Secretary Carl W. Nagle. The convention will be held in the Murat Temple, Indianapolis, March 3-5.

A top management breakfast which will be addressed by outstanding speakers is scheduled for Wednesday, March 4. Dr. William B. Alexander, Oklahoma City, is the featured speaker on the Wednesday afternoon program.

Michigan

An innovation in the form of a dealers' luncheon on the concluding day of the convention is announced by secretary Hunter M. Gaines of the Michigan Retail Lumber Dealers Association. The convention will be held in Grand Rapids, Feb. 3-5. Arrangements are being made for a first-rank speaker for the luncheon.

A panel discussion on "Home Financing" will be moderated by Clyde A. Fulton, past president of NRLDA. Panel members include Roland E. Parker, president, First Federal Savings and Loan Association, Flint; Heywood T. Deynes, vice president, Industrial National Bank, Detroit; S. L. Linck, president, Ravenna State Bank, Ravenna, and Harold V. Hartger, Hartger & Willard Mortgage Investments, Grand Rapids.

Among the other speakers will be Everett B. Wilson, director of public relations NRLDA, who will speak on "Selling Our Industry to the Public."

Western Pennsylvania

"Open End Mortgages" will be discussed by Arthur S. Goldman, director of marketing and research, House & Home, at the 46th annual convention of the Lumber Dealers Association of Western Pennsyl-

(continued on page 98)

Offer your Customers the finest!

Recommend BILT-WELL SUPERIOR unit wood windows

1. Laboratory tests prove Superior's are nearly *twice* as weathertight as that which is required under AWWI specifications.

2. Superior Windows are remarkably easy to operate, requiring only 1/10 to 1/15 the lifting effort necessary with ordinary window units.

3. Superior features an exclusive, patented jamb-liner weatherstrip that provides both weather-tight protection and ease of operation.

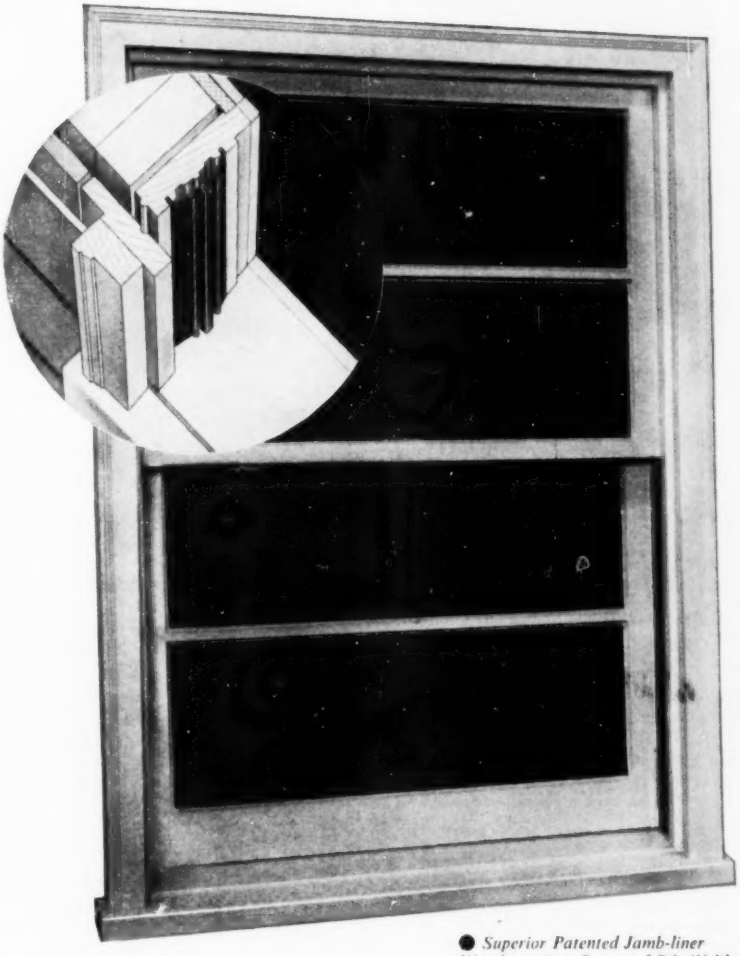
4. Clear, kiln-dried Ponderosa Pine is used throughout the Superior Window Unit. The component parts of the unit are NWMA water-repellent toxic treated.

5. All weatherstrip is factory applied and is designed to automatically compensate for window expansion and contraction, eliminating any window sticking, leaking or rattling.

6. The Bilt-Well Superior Window Unit is an accurately machined and carefully pre-fitted unit, saving hours installing on the job.

7. Overhead balances make the Superior Window a perfectly counterbalanced unit, one which operates smoothly and easily at all times.

8. Superior Windows are readily adaptable to any wall construction or wall thickness, highly important to all builders.



● *Superior Patented Jamb-liner Weatherstrip — Secret of Bilt-Well's Window Superiority.*

Build Well with BILT-WELL WOOD WORK

manufactured by

CARR, ADAMS & COLLIER CO.

Dubuque, Iowa

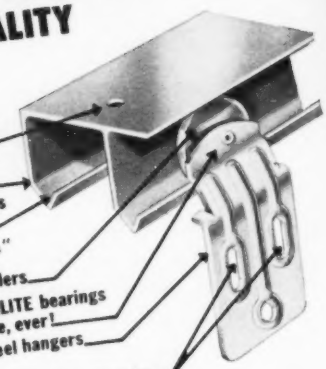
HERE'S THE LINE OF BILT-WELL PRODUCTS:

Superior Unit • Wood Windows • Nu-Style & Multiple-Use Cabinets • Carr-dor Garage Doors • Combination Doors • Screens & Storm Sash Basement Unit Windows • Shutters • Exterior Doors • Interior Doors • Entrances • Louvers & Gable Sash • Corner China Cabinets • Ironing Board Cabinets • Mantels • Telephone Cabinets • Stair Parts

Compare the New, Low-Cost HAR·VEY ROLLING DOOR HARDWARE *CHALLENGER* Series for

Quality *Economy* *Performance*

These features assure famous HAR·VEY QUALITY



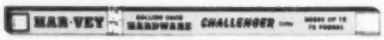
3 models meet all needs for doors up to 70 lbs.

- Top-mounted hanger for single pocket or bi-parting doors ¾" — 1⅜"
- Side-mounted adjustable hangers for ¾" and for 1⅜" by-passing closet doors — all with ALUMINUM extruded track (single and double)!

Look at this typical, low-cost *delivered* price: Complete packaged set for 2' pocket door, including track, 2 hangers, plastic flush door pull, and all screws. Only $2.70 FOB *Destination.*

Just one low cost — No extras for *anything!*

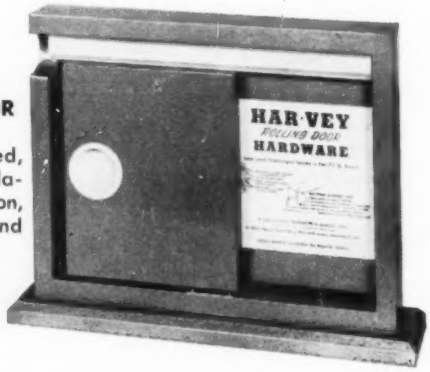
COMPLETELY PACKAGED with hardware *and* track, for standard openings. Small, rectangular package is easy to handle — easy to *sell!*



BIGGEST HAR-VEY ADVERTISING CAMPAIGN yet is telling nearly all the nation's architects and builders, plus hundreds of thousands of home-buyers, about this new Challenger series!

NEW SALES AIDS help you profit from this advertising: *Colorful counter merchandiser* mounts actual samples, helps customer select, saves clerks time and trouble!

DEMONSTRATOR MODELS beautifully finished, show actual installation and operation, act as year 'round salesmen for you!



New HAR-VEY HEAVYWEIGHT available for 200 lb. doors —ask for details!

Available NOW—See your supplier or write Dept. W

METAL PRODUCTS CORPORATION

807 N. W. 20th St., Miami, Fla.

West. Div.: Calmetco, Inc., 609 S. Anderson, Los Angeles, Calif.

DE WALT "3 adjustment action"

HELPS YOU TO CUT FASTER... AT LESS COST!

DE WALT gives you 15 set-ups, 15 different cuts ...*in less than 15 minutes!*

You perform many operations—ripping, bevel ripping, mitering, tenoning, dadoing and others—a total of 15—*in less than 15 minutes!*

Where most machines require at least 4 adjustments, De Walt's "3 adjustment action" makes it possible to position the saw for any desired cut—in seconds!

This flexibility speeds up cutting, reduces operator fatigue, and enables a De Walt to turn out as much work in ten minutes—as other machines will in fifteen.

De Walt offers you unmatched precision, speed and versatility. You rip at speeds up to 90 feet per minute, run moulding, turn out window frames and many other items.

Many operations can be performed by a De Walt De Luxe Power Feed Attachment with self motor and end rollers. These include ploughing, straight or bevel rabbeting, single head shaping, tongue and grooving and single-head moulding. You start the material—the power feed does the rest. You get safe, automatic performance and perfect results every time. Power feed operates at three speeds—22½, 45 or 90 feet per minute.

See how De Walt's "3 adjustment action" saves you time...saves you money. See your De Walt dealer or mail coupon below.

DE WALT

POWER SAWS

DE WALT INC., Lancaster, Pa.
Subsidiary of AMERICAN MACHINE & FOUNDRY CO., New York

HAVE YOU TAKEN THE DE WALT TRAINING COURSE?

De Walt Inc. invites all its dealers and distributors to Lancaster, Pa., to take a week's course of instruction in the application and uses of De Walt Radial Power Saws.

It will be well worth your while. You'll learn new techniques of operation that will enable you to give more convincing demonstrations and more help to your customers.

MAIL THIS COUPON TODAY!

De Walt Inc., Dept. AL-1, Lancaster, Pa.

☐ Please send me full details on the De Walt Radial Power Saw Line.

☐ Please send me your informative "Saw Tips".

NAME _____

ADDRESS _____

CITY _____ STATE _____

Builder cuts after-rain

National Advertising Puts the SELL in Celotex

To help make 1953 a banner year for you, Celotex is staging a great new national advertising campaign. Big, colorful ads month after month in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME and other big-circulation magazines! PLUS impressive ads in leading builders' magazines! All with one goal: to send more customers than ever your way!

More than a quarter century of consistent, effective national advertising has created *nationwide preference* for the brand name Celotex. That's why sales come easier when you feature *genuine* Celotex Insulating Sheathing and other building products in the famous Celotex line.

delays *one full day*

SINCE SWITCHING TO DOUBLE-WATERPROOFED

CELOTEX INSULATING SHEATHING

"Last year we changed to Celotex Double-Waterproofed Insulating Sheathing. Thanks to its asphalt coating, it sheds water so efficiently that we can resume work up to one day sooner after rain. Furthermore, we have found we can stack it in the open with no worry about moisture damage."

F. W. Lewis, General Contractor
Hayward, California (Greater Oakland-San Francisco Area)

Practical job advantages like the one described by Mr. Lewis are the reason so many leading builders prefer Celotex Insulating Sheathing.

Architects, too, prefer Celotex Insulating Sheathing—2 to 1 over the next leading brand, according to an impartial survey! So if you want bigger sheathing volume, easier sales and better profits—feature the brand that builders and architects prefer. Stock, display and promote Celotex Insulating Sheathing!

All these big selling features yours *only* in CELOTEX INSULATING SHEATHING

1. Insulates and Weatherproofs as it builds. All at one cost. No building paper needed.

2. No Corner Bracing Needed to meet F.H.A. requirements, with 4 ft. wide, 25/32" thick Celotex Insulating Sheathing. It is laminated for extra strength and rigidity. Has about 30% greater bracing power than ordinary sheathing.

3. Goes Up 30% Faster. Easier to cut and fit. Up to 15% less waste. Shingles can be applied direct, easily and quickly.

4. Double-Waterproofed. Inside, by integral treatment that coats every fibre; outside, by asphalt coating. Yet has high vapor permeability.

5. It Is the Only Sheathing made of tougher, stronger, long Louisiana cane fibres—and protected by the patented Ferox® Process from dry rot and termites.

Feature the brand builders and architects prefer...

CELOTEX
REG. U. S. PAT. OFF.

INSULATING SHEATHING

THE CELOTEX CORPORATION, 120 S. LA SALLE ST., CHICAGO 3, ILLINOIS

Markal PAINTSTIKS

PAINTSTIKS
ARE FADE-PROOF, WEATHERPROOF, WATER-PROOF, ICE-PROOF AND PERMANENT

Markal Paintstiks are made to meet all marking conditions . . . wet, dry, frozen, icy, on rough surface or smooth. They are ideal for use on green lumber, rough logs, creosoted lumber and all other logging conditions requiring permanent indentification. Markings withstand submerging in icy water of mill pond for 12 to 15 months.

Markal Paintstiks are approved and used by outstanding lumber companies and Forestry Services throughout the U.S. and Canada. Markings are clear, distinct and legible.

Be sure to ask for them by trade name.

SEND FOR NEW SELECTION CHART

Markal COMPANY
3097 W. Carroll, Chicago 12, Illinois

THE MARK OF QUALITY
. . . MARKAL PAINTSTIKS

GATES FERGUSON, director of advertising and sales promotion for The Celotex Corporation, drew up the advertising-merchandising score sheet you will find below. He will speak on advertising before many of the conventions of retail building materials dealers this winter.

Analyze Your Advertising

If you have more checks in the "Yes" column than in the "No" column, the analysis is favorable. The proportion of "Yes" checks against "No" checks indicates your status percentage-wise (giving yourself 5 points per question) although allowance must be made for variation in value of each point. 50% is fair — 60% is good — 70% is excellent.

	Yes	No
1. Are you investing 2% or more of your gross sales in advertising?		
2. Are you using local newspaper and/or radio advertising?		
3. Are you using at least one newspaper or radio advertisement per week?		
4. Are you using direct mail advertising?		
5. Does your advertising tell prospects what your products or services **will do for them** in saving money, giving them greater comfort and convenience, protecting and increasing value of property, etc.?		
6. Are you using manufacturers' "ad" mats or radio scripts in your local advertising?		
7. Is every member of your organization who comes in contact with the public, thoroughly familiar with all the details of your advertising?		
8. Does your advertising offer to send literature and complete information regarding products on request?		
9. Does your advertising quote prices or use the following price terms, "As low as", or "As little as"?		
10. Do you increase your advertising and merchandising efforts at the beginning of each new season—Spring, Summer, Fall, Winter?		
11. Do you answer your telephones promptly and intelligently on all calls regarding products and services advertised?		
12. Do you have a display room where people can see and examine products advertised?		
13. Are you using display material supplied by manufacturers?		
14. Do you have window displays? If so, do you show prices of merchandise displayed in your windows?		
15. Are your display windows lighted at night?		
16. Do you sell on the installment plan?		
17. Are your prices competitive?		
18. Do you display signs indicating the nationally advertised products you sell?		
19. Is your service prompt and courteous—all along the line—office, sales room, delivery?		
20. Are your buildings and display room sufficiently attractive and your inventory so diversified that you can justify using the term "A Department Store of Building Materials"?		

In 1953...over 35 million ads on Bruce Hardwood Floors!

We tell 'em...so you can sell 'em!

BUILDERS WILL READ BRUCE ADVERTISING IN

American Builder
House and Home
Practical Builder
Sweet's Builder File
Bruce Magazine
NAHB Correlator

ARCHITECTS WILL READ BRUCE ADVERTISING IN

Architectural Record
Progressive Architecture
House and Home
Sweet's Architectural File
Bruce Magazine

HOME BUYERS AND REMODELLERS WILL READ BRUCE ADVERTISING IN

Better Homes & Gardens
American Home
House Beautiful
Small Homes Guide

HANDYMEN WILL READ BRUCE ADVERTISING IN

Popular Mechanics
Popular Science
Small Homes Guide

Sell the flooring that outsells all others!

BRUCE HARDWOOD FLOORS

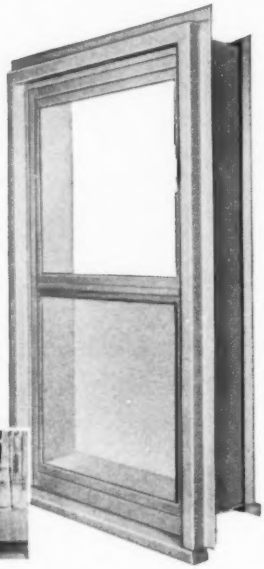
BRUCE

For literature, prices and sales helps, write E. L. BRUCE CO., Memphis, Tenn.

For Profitable Selling—Sell the Window Dealers are Flocking To!

RUSCO Galvanized Steel PRIME WINDOW

(VERTICAL SLIDE)



A FULLY PRE-ASSEMBLED UNIT—FINISHED-PAINTED, GLAZED, LUMITE SCREEN, BUILT-IN WEATHERSTRIPPING, SURROUND, ATTACHED HARDWARE, READY TO INSTALL. INSULATING SASH (Optional)

SOME TYPICAL RUSCO INSTALLATIONS

SANTA ANA, California. Rusco used on all Barkley Square and Sunshine Homes by Burt Huff.

HICKSVILLE, Long Island. Brewster Manor Homes, designed by architect Oscar Silverstone, promote Rusco Prime Windows as a major selling feature.

STEWART AIR FORCE BASE, Smyrna, Tenn., features Rusco Three-lite High Windows. Project used 5,636 Rusco Prime Windows.

LAKEWOOD, Ohio. Edgewater Towers, deluxe apartment building, features Rusco Prime Windows.

Glass and Screen Inserts easily removed from inside for convenience in cleaning. The Rusco removable sash feature has tremendous appeal as a convenience and safety feature.

RUSCO Offers You Advantages No Other Window Can Match

1 GIVES YOU AN AVERAGE GROSS RANGING UP TO 20% *MORE* THAN OTHER TYPES OF WINDOWS! You make more money on Rusco Prime Windows because your profit is figured against a complete job. The Rusco Prime Window is pre-glazed, pre-painted, completely fitted with hardware and surround. The profit for glazing, painting, attaching hardware and the surround goes to you instead of somebody else. When you sell conventional windows, you miss out on some or all of these profits.

2 ITS *INSTALLED* COST IS EQUAL TO OR LOWER THAN THAT OF THE CHEAPEST WINDOWS! Because Rusco Prime Windows are fully pre-assembled, painted and fitted, they eliminate on-the-job glazing, painting, re-fitting—make big savings in time and labor.

3 OFFERS *PLUS* FEATURES GALORE! Glass panels are removable from *inside*, for easy cleaning, insulating sash provides Magicpanel® rainproof, draft-free ventilation —is ideal for air conditioning.

If you would like more information, we will be glad to have a personal representative call. Just phone or write

Dept. 7-AL13 THE F. C. RUSSELL COMPANY • Cleveland 1, Ohio IN CANADA: TORONTO 13, ONTARIO

the warmth and beauty of natural grained wood

gives the note of distinction to a modern kitchen

I-XL BIRCH LURE

With an I-XL Birch-Lure installation, the kitchen decor is unlimited. Birch-Lure cabinets feature beautiful Old English antique hinges and pulls — no nails through the facings — easy to clean — available in all of the many patterns and sizes of I-XL's popular enameled line of Hardwood Kitchen Units. An I-XL custom built one-piece Formica Sink Top will compliment the installation.

I-XL KITCHEN CABINETS

The I-XL Furniture Company, Inc.
GOSHEN, INDIANA
Phone 1600

SEE THESE CABINETS
At the 1953 Home Builders Show,
Conrad Hilton Hotel, Chicago, Illinois
Spaces 293-294. Jan. 18th to 22nd.

Third Floor

Your Paint-line is probably a good one

BUT— HOW MUCH NEW BUSINESS DOES IT PRODUCE?

H. V. TUCKER

Let this dealer tell you how Chi-Namel brings new customers to his store

Adams Lumber Co.

DENISON, TEXAS

"We sell a lot of Chi-Namel paint here in Denison, Texas, and we think there are three good reasons why. First, Chi-Namel is a quality paint. Second, its broad advertising and merchandising programs are tailor-made for our business. Third, our customers appreciate special services like color planning and decorating assistance. All this brings in more paint customers who buy not only Chi-Namel, but building materials as well. The big volume we do with Chi-Namel, plus the additional business it brings in, add up to more profits for us."

"Oh, yes! I know they make good paint!"

How many customers walk into your store and actually ask for the paint line you handle by its brand name? Probably, not many. Yet, when you set the well-known label before them, most of them recognize it with a remark something like the one quoted in the headline above. The big question for you and every dealer is not "How well-known is your paint line?", but "How many new customers does it actually bring into your store?"

HERE ARE 17 WAYS CHI-NAMEL HELPS DEALERS GET CUSTOMERS

- Color Planning Studio
- Architects & Contractors' promotions
- Painters' promotions
- Industrial promotions
- School Board promotions
- Farm promotions
- Newspaper ads
- Radio announcements
- Special mailings
- List mailers
- Special product promotions
- House-to-house ads
- Novelty sales stimulators
- Dealer stationery
- Statement inserts
- Special Consumer promotions
- Special Sale promotions

WRITE FOR THE CHI-NAMEL STORY!

Learn how Chi-Namel is building new paint business for its dealers with advertising that does more than just sell the idea of painting. It brings customers directly to each Chi-Namel dealer's store.

CHI-NAMEL PAINT AND VARNISH CO.

1101 THIRD STREET SOUTH • MINNEAPOLIS 15, MINN.

Please send me the Chi-Namel story.

Name_____

Address_____

City_____ State_____

Chi-Namel

Walled Lake FLUSH DOORS

IN BEAUTIFUL BIRCH AND GUM VENEERS

...are easy to install...easy to finish...and easy to buy!

The lock area of 4¾" x 24" assures ample space to install the lock no matter how the door is hung. One inch top or bottom trim may be taken without danger to saw travel or weakening of construction. Hardware may be installed from either side and door may be rotated for matching grain effect and positive door balance. You avoid installation troubles when you install Walled Lake Doors!

Your Money Buys More . . . With a Walled Lake Door!

Walled Lake volume production secures quality materials at quantity prices, cuts manhour costs per door. Walled Lake production control standardizes quality at uniform high levels. Walled Lake design and construction assures structural strength and durability. Panels are rigidly glued to core and frame structure! Plywood panels are all-birch (or all-gum), guarding against warpage and delamination. Highly water resistant POLYVINYL RESIN GLUE is used on all interior doors . . . highly waterproof UREA FORMALDEHYDE GLUE on all exterior doors. The result is a better door and more of them for less money!

WHY INSTALL LESS THAN THE BEST... *when the best costs less?*

ALL WOOD CONSTRUCTION

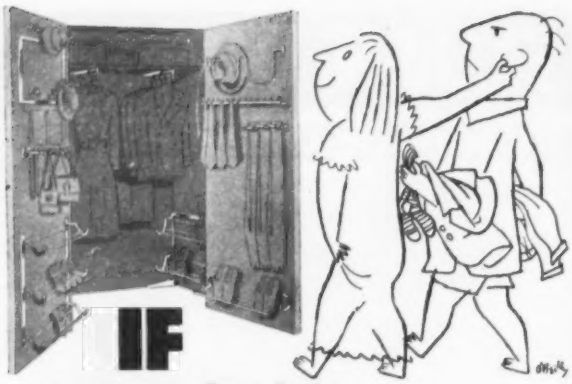
All-wood 7 ply construction safeguards you and your customer against inferior performance, dissatisfaction, replacements and repairs. You can install the Walled Lake door with the wood "ladder" core with confidence!

QUALITY BUILT FOR LASTING BEAUTY AND SATISFACTION

. . . YET PRICED SUBSTANTIALLY BELOW DOORS OF SIMILAR QUALITY

WRITE FOR CIRCULAR AND NAME OF YOUR NEAREST JOBBER

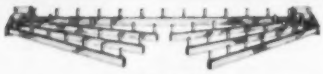
Walled Lake DOOR CO.
WALLED LAKE, MICHIGAN



IF your customers wear clothes – sell them K-VENIENCES

K-Veniences, used singly or in combination, mean more closet space, neater closets. They install easily with a screwdriver and practically hand out your customer's clothes. There are K-Veniences designed for every closet in the house. Tell your customers you have them!

#785 THREE-TIER SHOE RACK
Up to 12 pairs of shoes stay neat and orderly on this popular, space-saving chrome rack. Attaches easily to wall or closet door. Helps end closet clutter.



#780 TIE RACK
Forty-eight ties can be kept neatly in sight for easy selection with this new K-V tie rack. Width 21¼". Bright chrome finish.

#550 SWINGING TROUSER AND SKIRT HANGER
There's no fussing to hang up skirts or trousers with this handy rack. Just slide them in the 4 swinging arm clamps. Saves on pressing bills too!

K-Veniences are stocked by leading jobbers. Write for your copy of the complete catalog.

KNAPE & VOGT MANUFACTURING CO.
Grand Rapids 4, Michigan

Geo. J. Silbernagel

WHOLESALE DISTRIBUTOR OF

West Coast Lumber and Lumber Products

SPECIALIZING IN

PONDEROSA PINE
DOUGLAS FIR
REDWOOD

- LUMBER
- MILLWORK
- MOULDINGS
- SIDING
- FLOORING

Geo. J. Silbernagel

GENERAL OFFICE
8 S. Michigan Ave., Chicago 3, Ill.
Telephone RAndolph 6-0540

It's Gold Bond across the board!

Gold Bond products used 100% in 272-unit Dorie Miller project

When Gold Bond building materials were specified 100% for the entire Dorie Miller project in Gary, Indiana, everybody involved got an important advantage. The responsibility for performance, durability and firesafe qualities of these building products was placed on one reputable manufacturer — National Gypsum Company.

Point out this advantage to your customers and you'll start making extra profits on every job. Check this list of Gold Bond Products used on the Dorie Miller Project — Gold Bond Insulation Sheathing, Gypsum Lath, Corner Bead and Cornerite, Steel Casings and Plaster! They're all designed to work together, and build you a long list of satisfied customers. Ask your National Gypsum Company representative for all the information about this policy of undivided responsibility — the reason why Gold Bond dealers do not have to share sales with any competitor!

You are cordially invited to visit our exhibit in Booth 29 at the Conrad Hilton Hotel, Chicago, January 18-22.

Fireproof Gold Bond Gypsum Lath, Corner Bead and Cornerite were used in the Dorie Miller Project to assure strong, durable walls and ceilings.

Gold Bond Finish Lime and Gauging Plaster being applied over a base coat of Gold Bond Plaster. This combination gives beautiful, long-lasting fireproof interiors.

Architect: Beine, Hall & Curran, Gary, Indiana
General Contractor: Paul E. Schleicher & Associates, Inc., Gary, Indiana
Plastering Contractor: Matt Mayer, Gary, Indiana

You'll build or remodel better with Gold Bond

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Gypsum Roof Decks, Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products.

THIS BRICK-PAVED PATIO enables the homeowner to enjoy the sunshine during the summer months, literally adding an additional room to the home. The planting box along the picture window hides the lower sill and brings the outdoors into the living room.

Dealer Builds Home Show Hit

An ultra-modern, full-sized model home planned, built and furnished by the West Liberty Lumber Company, was the outstanding feature of the 1952 Home Builders Show presented in the Pittsburgh auditorium. Designed by K. T. Richardson, West Liberty's own architect, the enthusiastic comments of prospects who visited the home confirmed this dealer's belief that a lumber dealer may profitably stress architecture in home building.

Planning this extremely modern and practical home took just 20 days and actual construction required but six days at the auditorium. West Liberty's model home fits a 50-foot lot, being only 32 feet across the front.

Cornices are extra wide to control sunlight and the house has a large expanse of window area. The 17′ x 19′ 6″ living room with large dining space, a 9′ 6″ x 11′ kitchen, a 7′ x 11′ bathroom and a master bedroom ventilated with ceiling height windows, and a den or second bedroom, all easily accessible from the patio. Ventilation in the living room is provided by louver vents on the high sides of the peaked roof.

Exterior siding is vertical redwood, V-joint planking and exterior grade plywood. Interior finishes are also varied, utilizing plywood, plaster, ceramic tile and fibreboard.

Taylor S. Iams, West Liberty executive vice-president and general manager, supervised the construction. Iams commented that the project improved their relations with their contractor customers and produced valuable publicity for the firm itself.

YOU'LL GET MORE CALL FOR THE GARAGE DOOR THAT'S EASY TO INSTALL. . .

How-ell-dor

Dealers and the "Do-It-Yourself" fraternity favor the simplicity of operation of the How-ell-dor sectional Upsweep garage door. Every How-ell-dor is a packaged product, drilled and ready to bolt together. Pictured above is the first of a series of steps illustrated in the Installation Instruction Sheet accompanying each How-ell-dor.

Smart merchandisers are also stressing the many operational features of How-ell-dor Electric Operators . . . four types, eleven models.

There are now 38 stock sizes of residential and commercial How-ell-dors, including the popular new Picture Door.

Write for FREE Catalogs and Installation Sheets

The HOWELL Manufacturing Co.
7200 Hasbrook Ave. • Philadelphia 11, Pa.

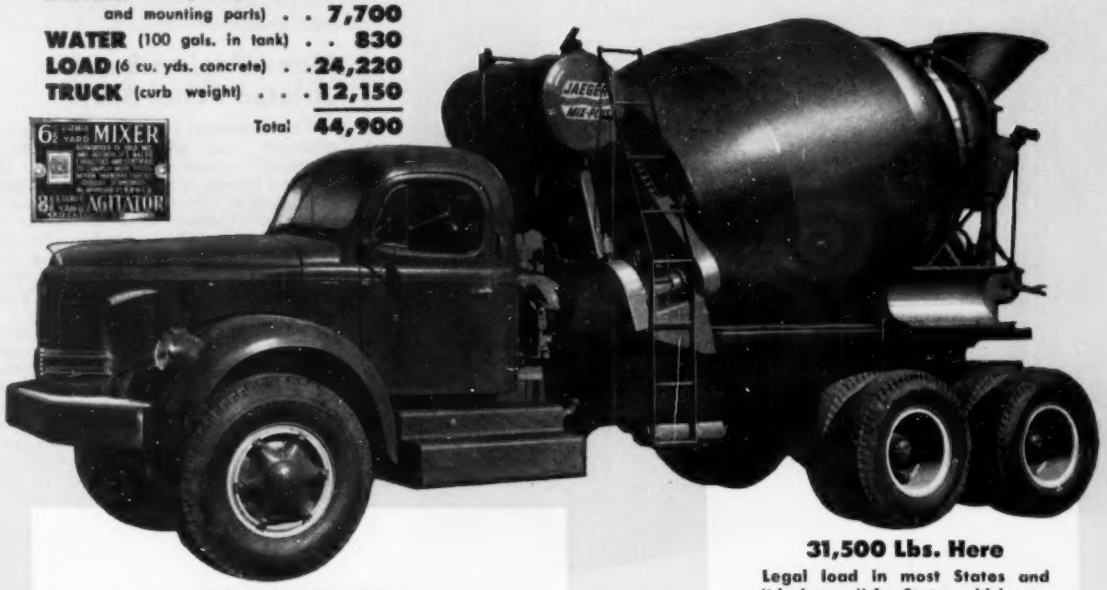
STOP OVERLOADING THE FRONT AXLE, TOO

Here is the only standard truck mixer that can carry 6 cu. yds. of concrete with a legal load on the rear axle and a safe 13,400 lbs. on the front.

1953 Model JAEGER 6½ YD. "MIX-PLUS"

on new 195" wheelbase Reo F226

MIXER (including full gas tank and radiator and mounting parts)	7,700
WATER (100 gals. in tank)	830
LOAD (6 cu. yds. concrete)	24,220
TRUCK (curb weight)	12,150
Total	44,900



13,400 Lbs. Here

(where others place 14,500 to 15,500 lbs.)

13,400 lbs. is a reasonable front axle load. No truck in the class that will carry maximum payloads under GVW laws is rated or guaranteed to carry more.

31,500 Lbs. Here

Legal load in most States and "duck soup" for States which permit 32,000 lbs.

It's always possible to mount a truck mixer to be legal on the rear axle, if that's all you worry about.

But Jaeger is the only standard mixer that can haul a 6 yd. payload with 31,500 lbs. on the rear axle *and no more weight on the front axle than the axle will safely carry.*

With 13,400 lbs. on the front axle, Jaeger keeps you within proper operating limits for the long life expectancy of your trucks. With mixers that must place 14,500 to 15,500 lbs. in front (1100 to 2100 lbs. overload), operators are asking for, and getting, front axle and tire trouble.

Check this important factor with your truck dealer and your Jaeger distributor — or write us for complete information and mounting details.

THE JAEGER MACHINE COMPANY

160 Dublin Avenue, Columbus 16, Ohio

TRUCK MIXERS, AGITATORS • PUMPS • COMPRESSORS • CONCRETE MIXERS • PAVING SPREADERS, FINISHERS

JUST WHAT "Do-it-yourself" Customers ARE LOOKING FOR

UPSON Striated PANELS

A contrasting wall surface lends an authentic contemporary feeling—and a professional decorator touch—to that extra room or remodeling job your customers want to do themselves. Easy to apply . . . Upson Striated Panels are also priced to save money for your customers. Tell them, too, that Upson Striated Panels will not crack, shatter or splinter. *They're textured!* They take paint beautifully and withstand extreme impact tests.

Send coupon for detailed information

THE UPSON COMPANY 951 Upson Point, Lockport, New York
Please send me booklet and full information on Upson Striated Panels.

Name _____

Name of Firm _____

Street Address _____

City _____ State _____

Church Members Turn Carpenters to Complete Building Project

The Sunday School room of the new Baptist Church, Lockport, New York (shown above) is one of several rooms which members of the congregation helped finish with their own hands. Upson Ceiling Tile, asphalt floor tile and Upson Wall Panels were used in this room and in many places throughout the new church.

Many Dealers Report Striated Panel Boom

The increased popularity of modern interiors and the growing "do-it-yourself" trend is accelerating the demand for striated wall panels, according to dealer reports. Latest product in the field—Upson Striated Panels—is proving especially popular. Dealers attribute this popularity to the fact that in addition to making smart, contrasting walls, Upson Striated Panels are remarkably easy to apply. A patented device called a "floating fastener" anchors the panels securely from the back, permits application without visible face nailing. These 7-ply thick panels take paint readily and are exceptionally strong. They will not crack, shatter or splinter and they withstand extreme impact tests. Upson Striated Panels are also priced to save money for "do-it-yourself" customers.

A Customer Writes

The following is a letter from a homemaker in Elmira, New York. "The Upson panels you recommended were wonderful. We used them to recover a plaster ceiling which had fallen. There was no dirt or mess of any kind. Just think—if we had that mess of plaster to clean up! Thanks again!"

Upson Company Reports Extensive '53 Ad Schedule

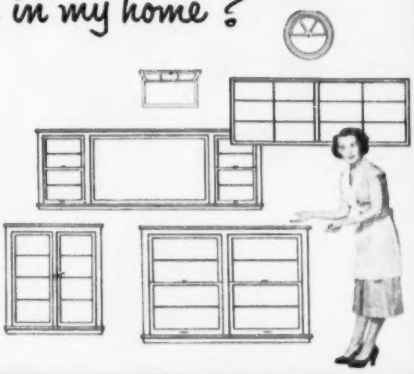
An increased schedule of full color and black and white Upson advertisements has been released to fourteen consumer magazines for 1953, the company reports. As in the past, each advertisement is couponed and all inquiries will be passed on to dealers.

How can I be sure of window value?

People today are value-conscious. More than ever before, home owners, contractors and architects want to know what they are getting in building products. Curtis Silentite Windows give a complete answer to their questions. First, the Curtis Certificate, issued to the home owner or builder by the Curtis dealer, is a guarantee against manufacturing defects in materials and workmanship in any Curtis product over which Curtis has control. Second, the Curtis name and reputation—famous for fine woodwork since 1866—assure the very latest advances in window weathertightness, easy operation, beauty and economy.

What kind of windows should I use in my home?

People today are hungry for information on where and how to use different types of windows. Curtis Woodwork dealers can offer the *right* wood windows for every room in the home. Picture windows. Double-hung windows. Casements. Panel windows. Awning windows. Circle windows. Basement windows. A complete line of pre-fit wood window units for every purpose.



you can answer both questions... at a profit...with

CURTIS SILENTITE WINDOWS!

Curtis Silentite Windows are leading the trend towards window value and variety. And Curtis dealers everywhere are cashing-in!

CURTIS COMPANIES SERVICE BUREAU
Clinton, Iowa

A Department of Curtis Companies Incorporated

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa
Lincoln, Nebr. • Topeka, Kan. • Minneapolis, Minn. • New London, Wis.

1866 CURTIS WOODWORK SILENTITE PRE-FIT the *Insulated* window

THESE WIZARDS WITH WOOD

Get the town's population
To thank helpful Hank
With a great celebration

How? How? How? A dozen times a day customers ask you how! How to fix wood . . . how to finish wood! Well, *here's how!* Recommend Weldwood Glue, Firzite and Satinlac. These wizards give such wonderful results, they make friends for you wherever you sell them. And each sale gives you a healthy profit besides.

Largest Selling Wood Glue—

WELDWOOD® PLASTIC RESIN GLUE

For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.

Blond or pickled effects call for

WHITE FIRZITE®

Recommend WHITE Firzite for magical woodsy effects on hardwood or soft, plywood or solid lumber. For light pastel tones, recommend WHITE Firzite tinted with Colors-in-Oil. For soft wood and fir plywood *paint* jobs, recommend WHITE Firzite as an undercoat, to help prevent grain raise or checking. (For soft wood or fir plywood *stain* jobs, recommend CLEAR Firzite, to tame wild, unsightly grain. Over 40 million feet of fir plywood sold every week—what a market for Firzite!)

Big demand for natural wood finishes, sells

SATINLAC®

The big modern style trend is for light natural wood finishes—on furniture, wood panelling and woodwork. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

In pints, quarts, gallons, drums.

UNITED STATES PLYWOOD CORPORATION, New York 36, N. Y.
and U.S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities — Distributing Units in Chief Trading Areas

BEAUTY *to catch the eye...*

QUALITY *to make 'em buy...*

PRODUCTS BY PURITAN!

WATCH FOR THE NEW

SUPER **planet** clothesline

PURITAN CORDAGE MILLS, Inc.
(Manufacturers) LOUISVILLE 6, KY.

Guide Post to Sound Business Planning In 1953

- Salary and wage increases for employes
- Type and extent of insurance coverage on principal officer
- Taking an inventory for tax advantage purposes
- The advantage of multiple-unit organizations

By O. V. WALLIN, CPA
Resident Partner, Wolf & Co., Philadelphia

The author, O. V. Wallin, is a resident partner of the accounting firm of Wolf and Company, Philadelphia. He has been actively identified with the accounting problems of the retail lumber industry for the past 25 years. He has lectured on accounting and management controls before many of the 30-day training courses sponsored by the state and regional associations and his articles on these subjects have appeared in previous issues of American Lumberman.

As a new year begins, the executive-owner of a business must reexamine his planning with regard to the future of his business to determine if his objectives and his chosen way of obtaining them constitute sound business policies.

A most important question at this time of the year, is that of compensation of employes, including the compensation of the executive himself.

Under the present self-administrative salary and wage regulations pattern, the executive himself must determine what salary and wage increases are permissible and to grant such increases where he deems it advisable.

As we begin the new year, merit increases for 1953 become available and general and cost-of-living allowances may still be available for your employes. It would seem advisable that a review of the salary and wage program be made to determine if the maximum effect of such permissible increases have been utilized in the planning of employes' compensation for 1953.

Another factor to be considered is the balance sheet presentation of life insurance carried by the corporation on the life of a principal officer. In many cases it has been found that the cash surrender value of such insurance has not been recorded on the books of the corporation as an asset.

It should be recorded for two important reasons. In the first place, it is a corporate asset and should be recorded for purposes of presenting an accurate financial statement. In addition thereto, where the corporation is faced with excess profit taxes and computes its credit on the invested capital method, this item is properly a part of such invested capital.

In the taking of inventory at the close of the business year, one must take cognizance of the value of the commodity to be inventoried. For most tax purposes, the law calls for a valuation at cost or market, whichever is lower. In arriving at a market valuation, it must be kept in mind that "market value" is not solely determined by the replacement value of the same commodity. Such market value is the theoretical price at which such commodity should be bought in order to allow for a reasonable profit during the succeeding accounting period.

"Inventory Cushion"

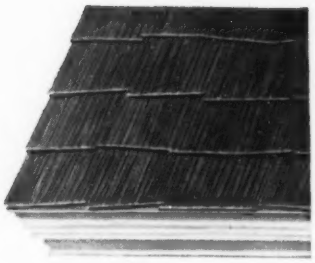
Another factor to be considered when taking inventory is the much discussed "inventory cushion." Ignoring for the moment the distortion of the financial position and the gross profits of the company, let's examine the "cushion" to see just what purpose it serves. Under the prior tax law, when each year stood alone, it was possible to show a reduced profit through the understatement of inventory with the consequent result of a lower tax dollar.

However, under the seven-year cycle of today's tax law, this plan becomes quite obsolete, since what is taken out of income in the present year will go back into income in the succeeding year, and possibly at a higher tax cost. When it is thus seen that the most important purpose behind such "cushion" is no longer effective and when the danger of loss through the use of such "cushion" is considered, it becomes apparent that the practice, if it ever was justified, can no longer be supported.

The most important area in which such a cushion can produce a really important loss is where the undervalued inventory is destroyed by fire. In many cases the amount of fire insurance coverage is based upon the inventory value as of the last statement date. Where such is the case and the inventory is destroyed by fire, the amount of the "cushion" becomes a loss which could have been covered by insurance if no such "cushion" had existed. Where the practice of maintaining such "cushion" is still being followed, there is another reason for its discontinuance. The fact that inventory is distorted makes it impossible to obtain reliable accounting figures. Gross profits are distorted when such understatement is present and as a result it is impossible for even the most astute businessman to properly evaluate the operations of the business.

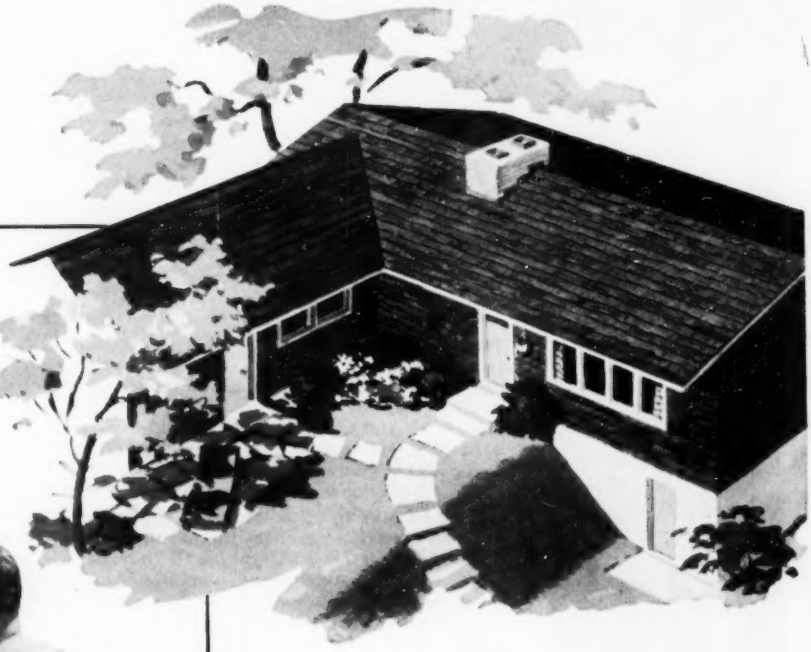
Those responsible for the drafting of tax laws have, over the years, recognized that "little business" does not have the ability to pay the same tax rate which "big business" has. "Little business" is at present thought of as one having taxable income of $25,000 or less. It is quite conceivable that this arbitrary figure may be re-

American Colonial ASBESTOS SHINGLES



Each shingle is designed as a rigid asbestos-cement strip, covers as much area as 5 individual shingles. American Colonials are self-aligning, nail holes are prepunched. Application is simple and rapid.

. . . add character to any home—
. . . wear like stone—
. . . applied like any strip shingle—

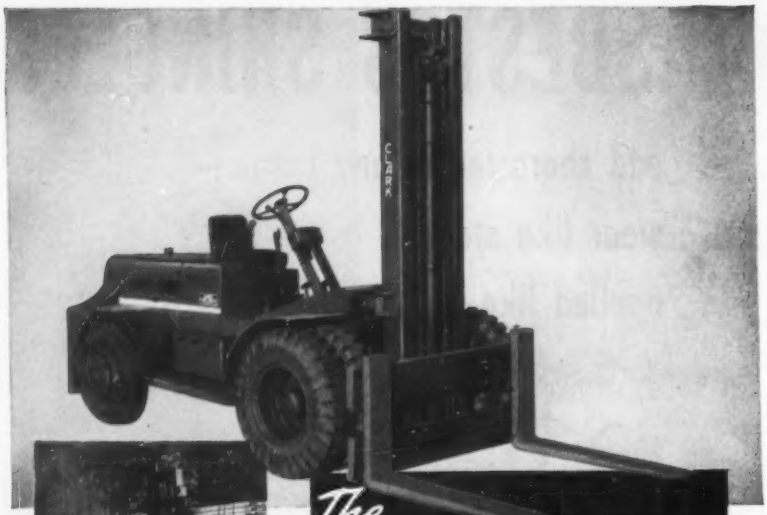


The finished roof has the pleasing horizontal shadow line and deep-grained texture desired by so many homeowners.

YOU LIFT your houses out of the ordinary when you give them a roof of Johns-Manville American Colonial shingles. These handsome, colorful shingles have the rugged, sturdy and fireproof qualities of asbestos and cement. In addition, they have new styling and striking new beauty.

In most areas, the applied cost of an American Colonial shingle roof is lower than any other *permanent type* of roof you can use. The shingles are readily available nationally, easy to handle, and any carpenter can apply them. Your choice of several attractive colors. For full information write Johns-Manville, Box 60, New York 16, N. Y.

Johns-Manville



15,000 lb. capacity, Clark Yardlift

6,000 lb. capacity, Clark Yardlift

4,000 lb. capacity, Clark Yardlift

2,000 lb. capacity, Clark Yardlift

The OUTDOOR TRUCK With *Indoor Smoothness*

The *New* CLARK YARDLIFT-100—Here's the truck for heavy outdoor handling, Clark's *new* YARDLIFT-100. 5-tons of cargo—in lumber, building blocks, concrete and clay pipe, brick and tile, heavy metal products—handled smoothly over rough, rutted terrain. And power to spare for safe, easy high-tiering of those 5-ton loads.

Built to take the punishment of handling building materials on-or-off the job-site, the YARDLIFT-100 is a natural for all kinds of heavy, outdoor storage and handling. And Clark precision-engineering assures unbeatable efficiency over the long haul—long productive work-hours under the best or worst conditions, with amazingly low down-time.

Easy on the operator, easy on the load, the *new* YARDLIFT-100 is every bit as easy on the pocketbook. It's as cost-conscious as the company comptroller. You owe it to your profit-margin to take a look at the YARDLIFT-100. It will put real economy and efficiency into your handling picture.

A phone call to your Clark dealer—he's listed under "Trucks—Industrial" in the Yellow Pages of the phone book—is the best and fastest way to get the facts and figures on this newest addition to Clark's famous YARDLIFT family.

1903 1953
FIRST FIFTY YEARS
CLARK EQUIPMENT

CLARK ELECTRIC AND GAS POWERED FORK TRUCKS
AND POWERED HAND TRUCKS • INDUSTRIAL TOWING TRACTORS

INDUSTRIAL TRUCK DIVISION • CLARK EQUIPMENT COMPANY • BATTLE CREEK 40, MICHIGAN
Please send: ☐ Yardlift literature ☐ Material Handling News
☐ Have Representative Call.
Name _____
Firm Name _____
Street _____
City _____ Zone _____ State _____
AUTHORIZED CLARK INDUSTRIAL TRUCK PARTS AND SERVICE STATIONS IN STRATEGIC LOCATIONS

duced at any time to $20,000 or even $15,000.

Multiple Taxpaying Units

In such event, those business operations which are carried on under two or more taxpaying units will have an obvious advantage. For example, at the present tax rates, the following table will show the advantage which such multiple unit organizations now enjoy. Assume a total net income of $60,000 spread equally over one, two and three-unit organizations.

	One unit $60,000	Two units $30,000 ea.	Three units $20,000 ea.
Tax:	$25,700	$20,200	$18,000

These figures represent only federal income tax and do not include any possible excess profits tax whatever. It will be seen that, under the example given, a three-unit organization will be subject to some $7,700 per year, less taxes, than a one-unit organization. This amounts to some 12-8/10% of the total net income, a substantial item in the executive planning of any business. If you agree that a fair net profit **after taxes** is 3% on sales, then such tax planning could conceivably produce the same satisfactory results on your bank account from sales of $253,000—over a quarter million in excess of your present volume. That is equal to approximately 88 carloads of fir dimension sold for cash at your full margin of profit. ($125 per M × 23,000′ per car).

This is not to be construed, however, as an open invitation to every corporation to begin planning to reorganize into two or more corporations. The provisions of the Internal Revenue Code gives to the Commissioner of Internal Revenue the power to disallow in whole or in part, any advantage gained by multiple unit organizations, where the purpose of forming additional taxpaying units was PRIMARILY to obtain the advantage discussed above.

Qualifying for Benefits

In order to qualify for these benefits, it is necessary that there be an important business reason for the additional taxpaying units separate and apart from the tax advantages to be gained. It will thus be seen that the consideration of the advisability of splitting into two or more units must be made on the individual facts of each cor-

(Continued on page 98)

We've made it simple...

to cut your accounting costs

Surprising, isn't it, that a machine can do a *complete* accounting job from such a simple keyboard as this? Makes it *easy* to change over from your present manual or machine bookkeeping method and immediately start saving on clerical expense.

No special training is required – any typist in your office can start producing up-to-the-minute proved records the first day. Trial balances go like clockwork . . . customer statements are mailed right on time.

All your accounting – payables, receivables, general ledger, payroll, cost distribution – can be done on this *one* machine. You get better control over your business through purchase and sales analyses which give you a running profit picture at all times.

If reluctance to interrupt present routines has kept you from making the change to faster, more economical machine accounting, there's no need to wait any longer. Here at last is a machine that will do your work – *your way* – from the very first day. Ask for a demonstration at the nearest Remington Rand Business Equipment Center.

100% Electric—a flick of the finger for any printing action or carriage movement.

Free folder (AB-423) shows you how to get the most per accounting machine dollar. Phone us locally or write to Management Controls Library, Room 1663, 315 Fourth Avenue, New York 10.

Remington Rand INC.

IDEAS FOR HOME OWNERS fill this new folder designed for the "do-it-yourself" merchandising kit.

A. L. Consumer Folder Hit with Dealers

New booklet included in "Do-it-yourself" promotion kit requires second printing as orders pour in. Other kit materials also popular with retailers.

Every American Lumberman dealer "do-it-yourself" promotion kit, includes among other sales aids, 100 consumer folders packed with home improvement suggestions. Because this folder is something entirely new the response for this piece has been extremely enthusiastic from merchandising-minded dealers.

A second printing recently became necessary because retailers had discovered that this folder, without brand names, promoted all the sizeable home repairs and improvements that created added profits. Basement recreation rooms, attic expansion, garages, kitchen remodeling and scores of additional jobs are all suggested in this new A.L. consumer folder.

Merritt Lumber Yards, Inc., Reading, Pa., for example, ordered 10,000 folders imprinted with their name and address for an intensive drive for more consumer business.

Originally announced in the October 6 issue of American Lumberman the "do-it-yourself" kit has everything needed for a completely organized campaign. For the first time dealers now have available the essential sales tools for constructive consumer selling. And because hundreds of dealers are buying the kit the price is low—just $7 for the entire package, postage paid.

The new A. L. promotion kit has been recognized by many news stories and other publicity. Stories have appeared in Sales Management, Tide and Advertising Age and in January's, "Lineage Booster" column published by the Bureau of Advertising. Twenty key lumber and building materials dealer associations have also pledged their support and distributed information on the kit to their members.

American Lumberman will continue to offer its "do-it-yourself" kit throughout 1953. With F. W. Dodge predicting a drop of 12% in home starts this year greater emphasis on consumer business has never been more logical. Order your kit today and join the alert dealers listed on the page at the right who are getting their share of this growing, profitable business.

A partial list of dealers who have ordered kits are:

ALABAMA
Grayson Lbr. Co., Birmingham; Vesta Miller Lbr. Co., Sylacauga.

ARIZONA
Builders supply & Lbr. Co., Tucson.

ARKANSAS
Stuck Brothers, Jonesboro; J. R. Grobmyer Lbr. Co., Little Rock.

CALIFORNIA
Gillon Lumber Co., San Francisco; Myrtle Avenue Lbr. Co., Monrovia; Barr Lbr. Co., Santa Ana; Triangle Lbr. & Materials Co., Stockton; Whiting Mead Builders' Mart, San Diego; Southern Lbr. Co., San Jose; Oakland Lbr. Co., Oakland; Cross Lbr. Co., Merced; Marion Nine Lbr. Co., Fresno; Wilmars, Inc., San Jose; Lbr. & Builders Supply Co., Solana Beach; Jones Lbr. Co., Inc., Los Angeles; Redwood Empire L & S Co., Greenbrae, Marin County; South City Lbr. & Supply Co., South San Francisco; Foothill Lbr. Co., Glendora; Sears, Roebuck & Co., Los Angeles; Crown City Lbr. & Mill Co., Pasadena; Cole Lbr. Co., Van Nuys.

COLORADO
Newton's, Inc., Pueblo; Yarbrough-Carhartt Lbr. Co., Grand Junction; W. B. Barr Lbr. Co., Denver; Miles D. Bradfield Lbr. Co., Boulder; The Warren Lbr. Co., Fort Morgan.

CONNECTICUT
Getman & Judd Company, Stamford; Capitol City Lbr. Co., Hartford; Connecticut Lbr. Co., Inc., Waterbury; Berlin Building Supply, Inc., Berlin; Connecticut Plumbing & Lbr. Co., New Haven; Continental Lbr., West Haven; Torno & Donaher, Inc., Westport.

FLORIDA
Henderson Lbr. Co., Fort Lauderdale; Peninsular Building Supply Co., St. Petersburg; Mitchell & Alexander, Daytona Beach; Crabtree Lbr. Co., Jacksonville; Joyner Lbr. & Supply Co., Lakeland.

GEORGIA
Atlanta Lbr. Co., Atlanta.

IDAHO
Coleman Builders Supply Inc., Pocatello; H. J. McNeel, Inc., Caldwell.

ILLINOIS
Moser Fuel & Supply Inc., Naperville; Thompson Lbr. Co., Champaign; Barker-Lubin Co., Springfield; Rosenthal Lbr. & Fuel Co., Inc., Crystal Lake; White County Lbr. Co., Carmi; Security Lbr. & Fuel Co., Bradley; West Quincy Lbr. Co., Inc., Quincy; H. M. Dorsey Lbr. Co., Inc., Hillsboro; Rubenstein Lbr. Co., Chicago; Karr Lbr. Co., Seymour; I. N. R. Beatty Lbr. Co., Oaklawn; H. H. Troup & Co., Kankakee; Philip S. Lindner & Co., Sandwich.

INDIANA
Frey Bros. Lbr. Co., Michigan City; Moore & Richter Lbr. Co., La Porte; Phoenix Lbr. & Hardware Co., Indianapolis; Elwood Lbr. Co., Elwood; Salling Lbr. Co., Anderson; A. C. Heitschmidt Co., Michigan City; Dunlap & Co., Inc., Columbus; Alexandria Lbr. Co., Inc., Alexandria; Northern Indiana Lbr. & Coal Co., Whiting; Forkner Manger Lbr. Co., Anderson; Bader Corp., Gary; Hobart Lbr. Co., Hobart; G. F. Osterhage Lbr. Co., Vincennes; Wilson Lbr. & Coal Co., LaPorte; Industrial Lbr. Co., Gary; Belleville Lbr. & Supply Co., Inc., South Bend; Building Material Specialty Co., South Bend; Building Materials Service, Indianapolis; Hobart Lbr. Co., Hobart.

IOWA
Coleman Builders Supply Inc., Pocatecllo; H. J. McNeel, Inc., Caldwell.
Black Hawk Lbr. Co., Waterloo; Westermans, Jolley; Milligan Bros., Jefferson; Fairfield Lbr. Co., Fairfield; Panora Lbr. Co., Panora; Craig Lbr. Co., Craig; Mueller Lbr. Co., Davenport; Leo F. Bly Co., Dubuque.

KANSAS
Nickelson Lbr. Co., Emporia; W. R. Green Lbr. Co., Pratt; Farm Cash Lbr. & Hardware Co., Wichita; The Star Lbr. Co., Liberal; Larson Lbr. Co., Salina; Marshall Lbr. Co., Wichita; Utt Lbr. Co., Salina.

KENTUCKY
Old Planing Mill Co., Glasgow; City Lbr. Co., Inc., Somerset.

LOUISIANA
Clanton Lbr. & Supply Co., Shreveport; South Street Lbr. Co., Lake Charles.

MAINE
N. T. Fox Co., Inc., Portland.

MARYLAND
Silver Spring Building Supply Co., Silver Spring; F. L. Watkins Co., Inc. Seat Pleasant.

MASSACHUSETTS
Pitman & Brown, Salem; Grosvenor Co., Somerville; W. E. Aubuchon Co., Inc., Fitchburg; W. H. Sawyer Lbr. Co., Worcester.

MICHIGAN
Red Mill Lbr. Co., Traverse City; Hood Lbr. & Supply Co., Mt. Pleasant; B. F. Edge Lbr. Co., Grand Rapids; The Aladdin Co., Bay City; Brown Lbr. Co., Midland; Lock City Mfg. Co., Sault Ste. Marie; Smith-Orr Co., Dearborn; Currier Lbr. Co., Detroit; Liberty Lbr. Co., Detroit; Zeiger Lbr. & Coal Co., Sawyer; U. S. Lbr. & Fuel Co., Battle Creek; J. P. Burrough & Son, Inc., Flint; Nowels Lbr. & Co., Rochester; Sam W. Morris, Monroe; Hart Builders Supply Co., Hart; Eyre Lbr. Co., Midland.

MINNESOTA
Lester's Inc., Lester Prairie; J. F. Anderson Lbr. Co., Minneapolis; Bartlett Lbr. Sales, Minneapolis; Central Lbr. Co., Minneapolis.

MISSISSIPPI
Scott Building Supply Co., Cleveland; Thigpen Hardware Co., Picayune; H. L. White Lbr. Yard, Yazoo City; The Ferrel Co., Inc., Hattiesburg.

MISSOURI
Frank Paxton Lbr. Co., Kansas City; Wilks Lbr. Co., Monett; Rauch Lbr. & Grocer Co., St. Charles; Badger Lbr. Co., Inc., Kansas City; Ozark Flooring & Lbr. Co., Inc. Bismarck.

MONTANA
Gallatin Lbr. Co., Bozeman; Grogan-Robinson Lbr. Co., Great Falls; Yellowstone Lbr. Co., Miles City.

NEBRASKA
Johnson Cashway Lbr. Co., Omaha; Micklin Lbr. Co., Omaha; E. P. Boyer Lbr. & Coal Co., Omaha.

NEW HAMPSHIRE
Wilton Lbr. Co., Wilton; Morris & Co., Berlin.

NEW JERSEY
Aschoff & Sons, Inc., Palisades Park; B. Di Medio & Sons, Inc., Paulsboro; U. S. Building Products Co., Inc., Berkeley Heights; Vannote Lbr. Co., Inc., Point Pleasant; Millhurst Mills, Freehold; Linden Lbr. Co., Linden; Jaeger Coal & Supply Co. Inc., Union; Allied Lbr. Co., Linden.

NEW MEXICO
Hettinga Brothers, Inc., Roswell; Gross, Kelly & Co., Inc., Lbr. Div., Las Vegas; Star Lbr. Co., Santa Fe.

NEW YORK
Creed Bros., Inc., Peekskill; Walden Lbr. Co., Inc., Walden; Gabryel Lbr. Co., Buffalo; Santelli Lbr. Co., Lyons; West Side Building Supply, Inc., Saratoga Springs; Macrose Lbr. & Trim Co., New Hyde Park; E. C. Henry, Inc., Port Henry; Dykes Lbr. Co., New York; Cotton-Hanlon, Inc., Odessa; Welsh & Grey Lbr. Corp. Cohoes; Western Lbr. Co., Inc., Syracuse; Kenmore Lbr. Co., Inc. Buffalo; Regal Lbr. Co., Inc., Falconer; Red Oaks Mill Lbr. Co., Inc., Poughkeepsie; Charles A. McGhee, Inc., Cambridge; Sunrise Lbr. Co., Massapequa. L. I.; A. B. C. Lbr. Co., Brooklyn; Corning Building Co., Corning; Doran Lbr. Corp., Brooklyn; Rob-Lun Lbr. & Builders' Supplies, Niagara Falls; Frontier Lbr. Co., Inc., Buffalo.

NORTH CAROLINA
Reed Supply Co., Thomasville; Scarborough Builders Supply Co., Lumberton; Seth Lbr. Co., Inc., Lincolnton.

OHIO
Wickliffe Lbr. & Supply, Youngstown; Hoyle Lbr. Co., Cambridge; Kurtz Lbr. Co., Akron; Forest City Material Co., Cleveland; City Lbr. Supply Co., New Philadelphia; Cleveland Wrecking Co., Cincinnati; Valley Lbr. Co., Girard; The Delaware Lbr. Co., Delaware; The J. G. Laird Lbr. Co., Ashtabula; Fulton Lbr. Co., Canton; The Western Reserve Lbr. Co., Warren; S. & W. Moulding Co., Columbus; Integrity Supply Inc., Columbus.

OKLAHOMA
Kermit W. Ingham Lbr. Co., Stillwater; Roy T. Hoke Lbr. Co., Stillwater; East Side Lbr. Co., Tulsa.

OREGON
Economy Lbr. Yard, Eugene; Twin Oaks Builders Supply Co., Eugene; Irons Lbr. Co., Pendleton; Moulton Lbr. Yard, Myrtle Creek; Beaumont Lbr. Co., Portland; Oakridge Builders Supply Co., Oakridge.

PENNSYLVANIA
Associated Lbr. & Mfg. Co., Inc., Pittsburgh; Clemons Lbr. & Supply Co., Concordville; J. A. Hoole, Carbondale; Hummer & Green, Chester; Merritt Lbr. Yards, Reading; Hankins-Paulson Co., Uniontown; Superior Planing Mill Co., Rural Valley; Clemens Lbr. & Supply Co., Glen Mills; Hoffman Lbr. Co., Westchester; Lehigh Lbr. Co., Allentown; Sharon Brick & Tile Co., Sharon; J. E. Mitchell Co., Glen Olden; Smyers Planing Mill, DuBois; E. B. Endres Lbr. Co., Huntingdon.

RHODE ISLAND
Harris Lbr. Co., Inc., Providence; F. D. McKendall Lbr. Co., Providence.

SOUTH CAROLINA
The Thompson Co., Barnwell.

SOUTH DAKOTA
Tri-State Building Materials Co., Sioux Falls; Schoeneman Bros. Co., Sioux Falls; H. W. Ross Lbr. Co., Sioux Falls.

TENNESSEE
A. L. Goldberg & Son, Inc., Nashville; Springfield Lbr. Co., Springfield; Edmonds Bros. Supply Co., Bristol; Berry-Hill Lbr. Co., Nashville; Bell Bros. & Co., Murfreesboro.

TEXAS
Johnson Campbell Lbr. Co., Fort Worth; John J. Kuntz Lbr. Co., San Antonio; Armstrong Bros. Lbr. Co., San Angelo; Grogan Supply Co., Lbr. Div., Atlanta; Contractors Supply & Lbr. Co., Houston; Loop Builders Materials, San Antonio; Maynor Lbr. Co., Houston; Burrus Lbr. Co., Beaumont; Harpole-Harris Lbr. Co., Lubbock; Barnes Hardware & Lbr., Pasadena; Hallman Lbr. Co., Menard; Rockwell Bros. & Co., Hamlin; Star Lbr. Co., Amarillo; Temple Builders Supply, Inc., Texarkana.

UTAH
Morrison-Merrill & Co., Salt Lake City.

VERMONT
Eaton, Eaton & Co., South Royalton.

VIRGINIA
Republic Lbr. & Building Supply Co., Inc., Richmond; South Roanoke Lbr. Co., Roanoke; Charlottesville Lbr. Co., Inc., Charlottesville; English Lbr. Co., Inc., Altavista; Walters Lbr. Co., Abingdon.

WASHINGTON
Farrell Lbr. Co., Seattle; H. L. Ring Co., Spokane; The Long-Bell Lbr. Co., Seattle; Nailor Lbr. Co., Port Angeles; E. C. Olson Lbr. Co., Spokane; Vaughan's Pacific Avenue Lbr. Co., Tacoma; McEvoy-Rogers Lbr. Co., Inc., Kirkland; The Long-Bell Lbr. Co., Longview; H. A. White Lbr. Co., Seattle; Lbr. Supplies, Inc., Aberdeen.

WEST VIRGINIA
Tincker Lbr. Co., Charleston; The Fair, Inc., Huntington; Point Pleasant Lbr. Co., Point Pleasant.

WISCONSIN
Charlson Mfg. Co., Eau Claire; Fifield Lbr. Co., Janesville; The Pine Lbr. Co., Milwaukee; Chase Lbr. & Fuel Co., San Prairie; Gordon Lbr. & Supply Co., Kenosha; H. H. Paulsen Lbr. Co., Milwaukee; John Schroeder Lbr. & Supply Co., Milwaukee; Findorff Lbr. & Supply, Madison; Nuzum Lbr. Co., Viroqua; The Radford Co., Oshkosh; Modern-Bilt Lbr. Co., So. Milwaukee; Kenosha Lbr. Co., Kenosha.

CANADA
ALBERTA: Stewart Bros., Red Deer; Crown Lbr. Co., Ltd., Calgary.
BRITISH COLUMBIA: Garner Builders' Supplies, Ltd., Duncan; Hodgson-Walsh Wood Products B. C. Ltd., Vancouver; Valley Lbr. Yards, Ltd., New Westminster.
MANITOBA: A. M. High Lbr. Co., Killarney; The Empire Sash & Door Co., Ltd., Winnipeg; Beaver Lbr. Co., Ltd., Winnipeg; The Monarch Lbr. Co., Ltd. Winnipeg; Bell Lbr. Co., Ltd., Neepawa.
ONTARIO: Hill-Clark-Francis, Ltd., New Liskeard; Hodgins Lbr., Ltd., Cornwall; Hutcheson Lbr. Co., Ltd., Woodstock; Ball Planing Mill, Barrie; Cole Lbr. Co., Ltd., Hamilton; Peterborough Lbr. Co., Ltd., Peterborough; Abitibi Power & Paper Co., Ltd. Toronto.
SASKATCHEWAN: Beaver Lbr. Co., Ltd., Regina; Beaver Lbr. Co., Ltd., Weyburn.

HAWAII
American Factors, Ltd., Honolulu.

Here's why Pittsburgh *Red Stripe* brushes can't be beat!

CROSS-SECTION *of Pittsburgh-developed feather-tip Neoceta bristle — showing molded-in grooves for superior paint carrying capacity.*

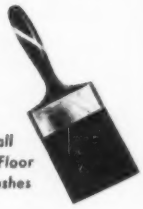
THERE'S A PITTSBURGH BRUSH FOR EVERY HOME AND INDUSTRIAL USE

FOR FAST SALES, satisfied customers and repeat business, among professional painters and homeowners alike, Pittsburgh Red Stripe brushes are your best bet! Red Stripe combines hogs' bristle with scientific Neoceta, Pittsburgh's new wonder-bristle designed specifically for painting. Both bristles wear at the same rate—your customers' assurance of smoother, neater, faster work! And when your customers are happy, your sales show it!

For the address of the Pittsburgh branch nearest you, write: PITTSBURGH PLATE GLASS COMPANY, *Brush Division,* Dept. C-1, 3221 Frederick Ave., Baltimore 29, Maryland.

Sash Brush

Enamel & Varnish Brushes



Wall & Floor Brushes

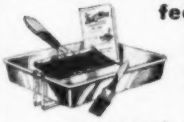
And here's your newest sales booster — the all new

New metal ferrule locks doubled bristles securely

Metal ferrule

HOME PAINTING KIT

featuring the FLEETWING WALL COATER!



suggested retail price: $3.69

It's easy to sell Pittsburgh's new Home Painting Kit, containing all the tools the homeowner needs for room painting! It includes the 7-inch wide FleetWing WALL COATER; a 1-inch Neoceta brush for trim; a KLIP-ON pan for attaching to ladder; and a booklet describing the care and use of the FleetWing and Neoceta.

PITTSBURGH *Red Stripe* **BRUSHES**

BRUSHES • PAINTS • GLASS • CHEMICALS • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

EASY TO CLEAN

That's what sells the home-maker. Just press a tab and both sash swing in for easy cleaning. A variety of styles, including picture windows.

QUICK INSTALLATION

A big savings for the builder. Place it, square it, nail it . . . and the job's done. Factory primed to cut painting costs.

PACKAGED UNIT

Saves time and money in handling, warehousing. Each window packed in a mar-proof carton or crate. Always clean, ready to use.

The in-swinging Etling Window is jam-packed with extra features that attract home buyers, put bonus profits in the builders' pockets. Top quality materials throughout. Competitively priced. Quick delivery.

PUT THE ETLING WINDOW TO WORK FOR YOU

WRITE For Catalog, Specifications

ETLING WINDOW
Dept. AL-531
Barberton Ohio

Name .....

Address .....

City & State .....

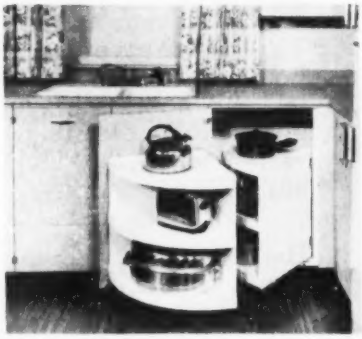
THE Etling WINDOW

BARBERTON OHIO

NEW VERSION of famous Curtis cabinets puts emphasis on women's preferences in styling, natural finishes and convenience items. Island counter and hanging cabinets above reflect popularity of U-shaped plan in modern kitchens.

UTILITY RACKS for utensils . . .

SLIDE-OUT BINS for vegetables . . .



SWING SHELVES . . .

SPIN SHELVES.

Offers New Stylized Cabinet Line

Famous woodwork company announces first major changes in kitchen units in years—and credits women for helping develop 53 convenience features.

Women know best—at least when it comes to kitchens. Their experience and taste was recently used to good advantage by the Curtis Woodwork Co., Clinton, Ia., in the complete restyling of their line of kitchen cabinets.

The units are said to be the last word in convenience and beauty. They appear to put an end to dead or unhandy storage space, wasted steps and too much stooping and bending.

From their slim chrome handles and flush fronts to their 4-inch black toe strips, the units are modern in every detail and versatile enough to fit any modern kitchen plan, whether U-shaped, L, or straight line.

Thousands of housewives gave advice on how to plan the units. This fact is being emphasized by the company in full-page ads in consumer magazines.

Several new ideas have been incorporated in the units—ideas normally found only in architect-designed, custom kitchens. These include a planning desk, corner storage units with revolving shelves, pull-out metal vegetable bins, bread and cake drawers (interchangeable), plus such accessory items as spice shelves, utility racks, plastic cutlery trays and towel bars.

Even the electric mixer is not forgotten. Curtis now has a mixer storage unit, the upper shelf of which is spring-balanced to swing out and up to counter level.

Basic construction for all units consists of birch fronts and pine frames. Hinges are semi-concealed and drawers and trays slide on hardwood strips with metal stops.

All units may be ordered in either natural finish or white enamel. Each unit is protected in shipment by specially designed pads to prevent damage.

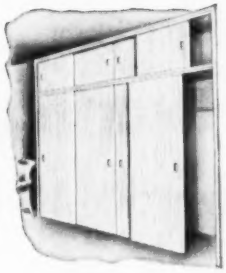
Greatest back-saver of all are the sliding trays. With these trays, pan and utensil storage is actually a pleasure rather than a chore.

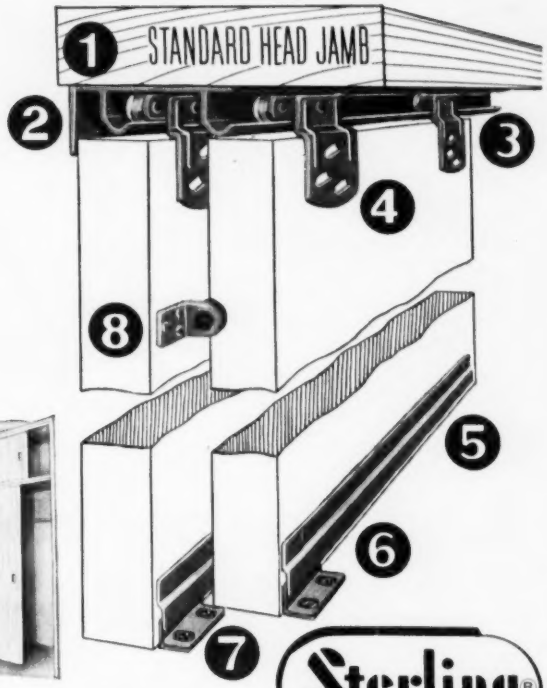
Highlighting new features of Curtis cabinets are metal sliding bins for vegetables, sliding rack for utensils and vertical file for lids, swing-out shelves for base unit and spin shelves for wall units. Bread box, cutlery trays and other accessories may be ordered separately.

Here's Why

LEADING ARCHITECTS AND BUILDERS USE AND RECOMMEND

Sterling®
600 SERIES
SLIDING DOOR HARDWARE





Sterling® HARDWARE

Saves Time! Saves Money! Easy to Install and Adjust!

1. **USE STANDARD DOOR FRAME.** No special header construction needed. No grooving!
2. **APRON CONCEALS HANGERS AND TRACK.** May be painted if desired. No extra trim necessary.
3. **ONLY ONE INCH HEADROOM REQUIRED.** No need for extra headroom for hardware.
4. **ADJUSTABLE HANGERS.** Slotted screw holes make it easy to plumb door with jamb.
5. **GUIDE STRIPS** eliminate troublesome grooving of doors. Not visible from the outside.
6. **DOOR GUIDES** can be installed after doors are hung. Slotted screw holes permit easy adjustment.
7. **NO TRACK ON THE FLOOR** to catch dust and dirt . . . floor is clear and clean at all times.
8. **DOOR STOP** keeps flush pull on rear door always accessible. Fingers can't get pinched.

Write for Catalog on Sterling line of Sliding Door Hardware for wardrobes, pocket doors, side doors in home garages and other Sterling products.

Sterling HARDWARE *Nationally Advertised*

IN ALL LEADING MAGAZINES
Read by ARCHITECTS, BUILDERS and HOME BUYERS

STERLING CASEMENT WINDOW HARDWARE

★ **See our Catalog in SWEET'S Architectural File and Builders File**

★ **See our display at THE ARCHITECTS SAMPLES CORPORATION New York, New York**

STERLING HARDWARE MANUFACTURING CO
2345 WEST NELSON STREET, CHICAGO 18, ILLINOIS

Don't pass up PROFITS!

Build big floor covering business with KENTILE for self-installation!

Get dollars from inches with the

JUNIOR KENSTYLER

Just a small section of your counter becomes a complete flooring department! The Junior KenStyler is a colorful display that lets customers arrange their own designs, see just how Kentile will look in their homes. Clinch self-installation sales this time-saving way.

Only $10.00 Complete with Samples of Actual Tile, Self-Installation Manuals, Full-Color Leaflets.

People everywhere ask for Kentile...won't take any other asphalt tile. Because they know the famous name...rely on the famous quality...want the famous low-price!

And, every week millions and millions more are sold on Kentile Floors for their homes because full color ads appear in the leading national magazines, business papers and Sunday newspapers.

Get full information...find out how you can join the growing number of progressive dealers who are profiting with KENTILE. Contact any of the conveniently located Kentile, Inc. offices listed below.

The Kentile Line Is Your Profit Line

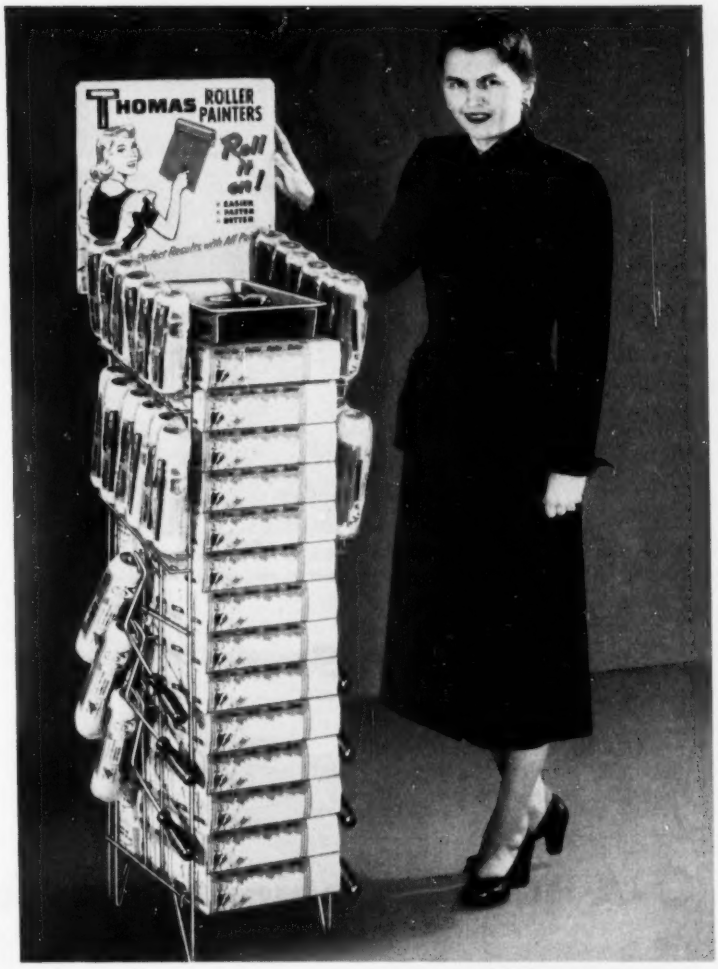
KENTILE®

The Asphalt Tile of Enduring Beauty

KENTILE, INC., 58 Second Avenue, Brooklyn 15, New York • 350 Fifth Avenue, New York 1, N. Y. • 705 Architects Building, 17th and Sansom Streets, Philadelphia 3, Pa. • 1211 NBC Building, Cleveland 14, Ohio • 900 Peachtree Street N. E., Atlanta 5, Ga. • 2020 Walnut Street, Kansas City 8, Mo. • 4532 South Kolin Avenue, Chicago 32, Ill. • 4501 Santa Fe Avenue, Los Angeles 58, Calif. • 452 Statler Building, Boston 16, Mass.

If you sell more rollers

...You'll sell more paint!



The New Thomas DEALER'S HELPER Makes Rollers and Pans Easy to buy . . . Brings Your Customers Back for More Rollers and More Paint.

Here's how to boost profits

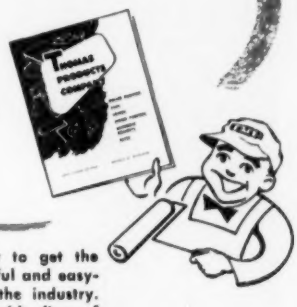
Order your Thomas DEALER'S HELPER now from your Jobber. It's furnished free with any order of Thomas painters' tools with retail value of $100.00.

Stock your DEALER'S HELPER with Thomas "Profit Packages," covers and rollers. Place it on your floor, and watch your customers buy.

Ask your Jobber, too, about the many other Dealer sales helps Thomas offers. They'll sell more rollers, more paint for you.

"Roller Ron" says:

Do You Have the New Thomas Catalog?



Use coupon below to get the newest, most colorful and easy-to-use catalog in the industry. Shows extra-profitable line of painting and decorating needs.

KEEP ROLLING...

THOMAS

PRODUCTS COMPANY

8490 LYNDON AVE. · DETROIT 21, MICH.

Thomas Products Co., 8490 Lyndon Ave., Detroit 21, Mich.

YES! Send me your NEW CATALOG

DEALER_____

ADDRESS_____

CITY_____ STATE_____

My Jobber is_____

LIFT TRUCK is utilized in hoisting hardboard panels into rack. Small stacks are stored in rack and large stacks stored on top of rack.

New-Type Rack Saves Space

Here's an idea that comes from the Falls Dealer Supply Co., a wholesale lumber dealer in Sheboygan Falls, Wis., for better utilization of your warehouse space. He has installed several side-loading racks, made of angle and channel irons, in his warehouse for the storing of hardboard.

He uses two rack sizes, identical in construction, for storing of four by eight foot panels and of four by 12 foot panels. The hardboard rests on horizontal wood members, one inch thick, that are placed across the channels.

Construction of these racks is relatively simple. Corner posts are four by four inch angle irons eight feet long. These are drilled with half-inch holes two-and-a-half inches o.c. the length of the poles to provide flexibility in the location of the shelves. Channel irons were similarly drilled.

The rack for eight-inch panels utilizes four-inch channel irons nine feet long and the 12-foot panel rack uses five-inch channel irons 13 feet long. To space the legs and act as end supports, three one-quarter-inch thick pieces of band iron five inches wide and four feet long were welded across the ends.

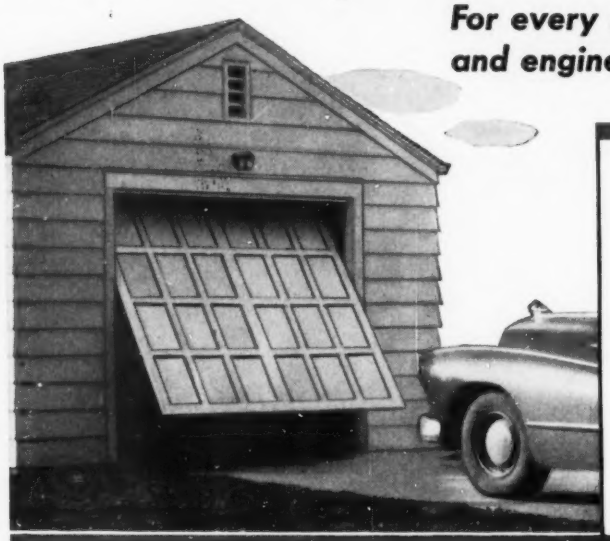
O-A quality begins with the log

OREGON-AMERICAN LUMBER CORPORATION Vernonia, Oregon

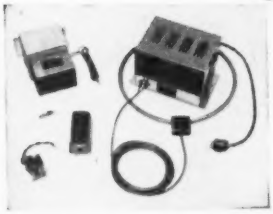
R-W Garage Door Operators

- Convenient
- Practical
- Efficient

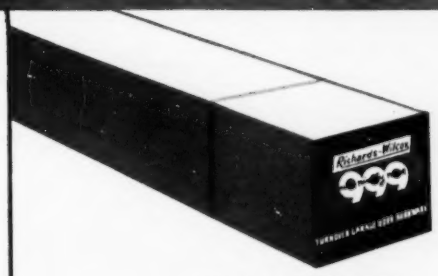
For every need—two R-W controls, designed and engineered for smooth sure performance



No. 1251 Standard Control
—operates from drive-side key-switch.



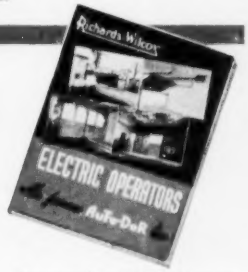
No. 1504
Radio Control
—battery operated radio with dash control button opens and closes doors within 75 feet.



And . . . R-W 999
Garage Door Hardware
Complete overhead garage door hardware conveniently packed in one box! 999-1 for single doors up to 9 ft. wide weighing not more than 200 lbs.; 999-2 for double doors up to 16 ft. wide weighing not more than 375 lbs. Write for folder giving full details.

Check these important R-W features!

- ✓ ***Easy to install***—Completely assembled, including track, in a single carton at the factory.
- ✓ ***Easy to service***—Simple adjustments requiring no special tools, keep the doors working smoothly.
- ✓ ***Safe***—A large friction clutch prevents operational failures with resulting damage to property. In power failure, doors may be operated manually.



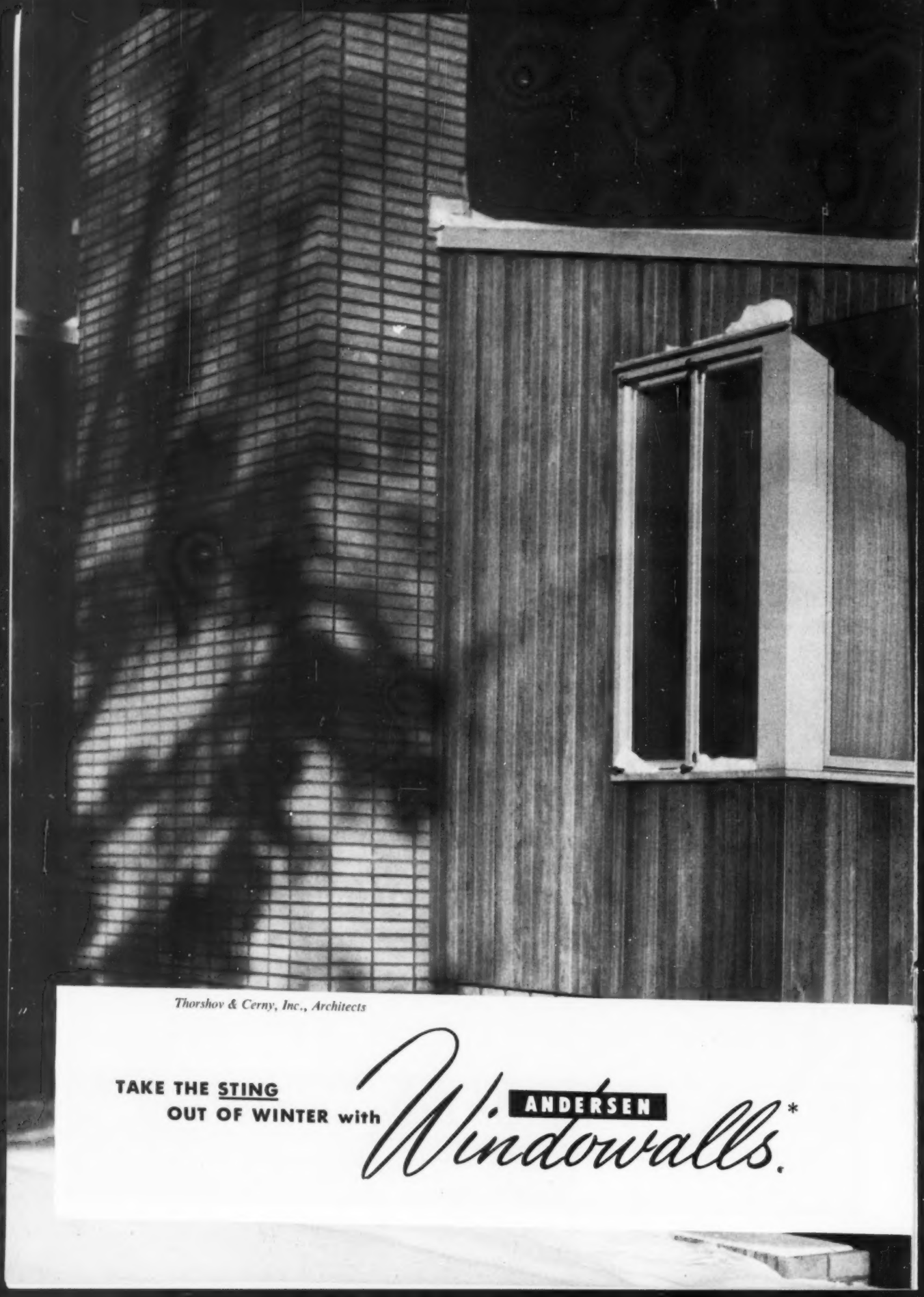
For complete information on R-W AuT-o-DoR line ask your jobber or write for catalog number A-87.

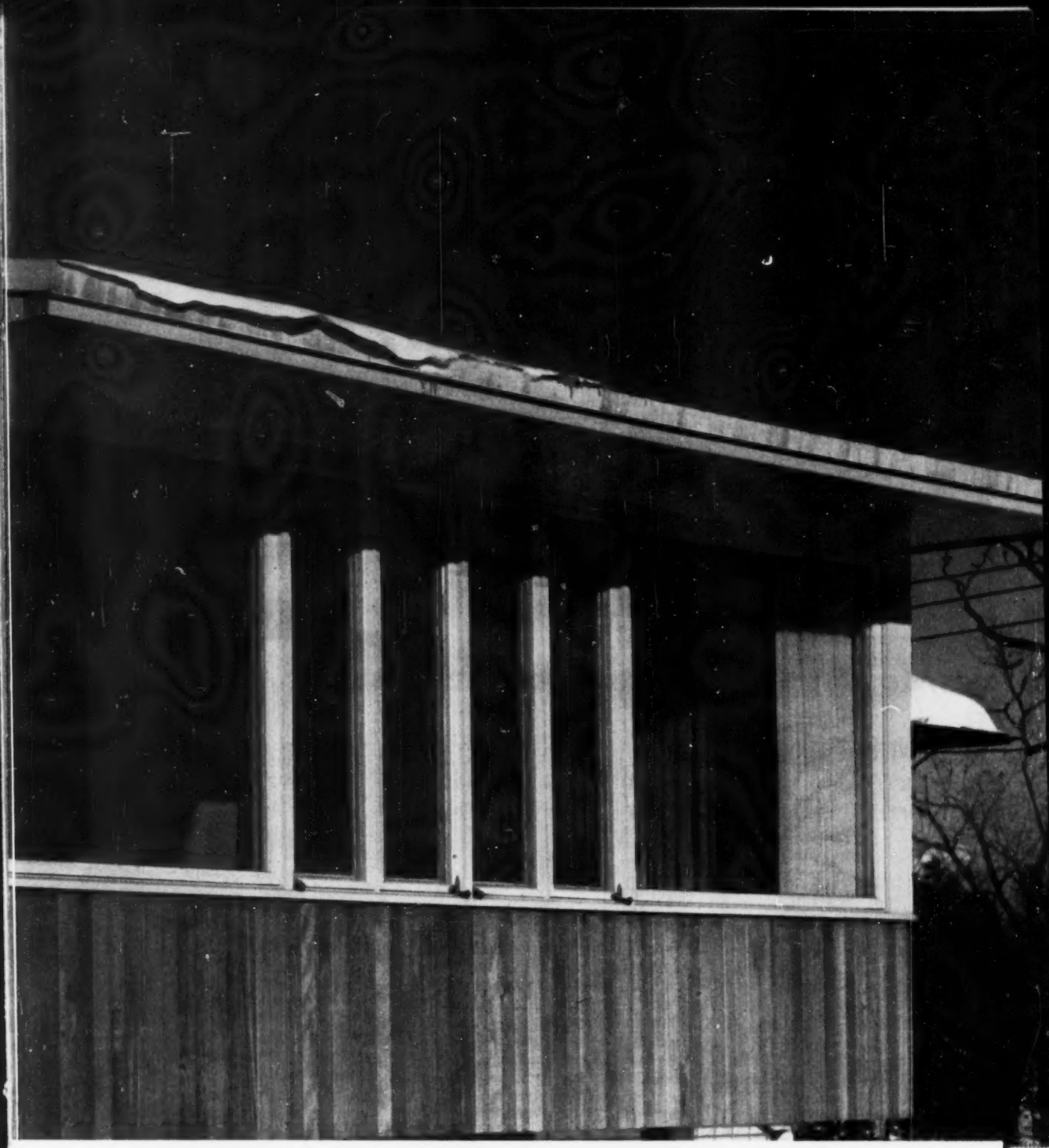
1880 RICHARDS WILCOX R-W AURORA TRADE MARK Reg. U. S. Pat. Off. 1953
OVER 73 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A. *Branches in all principal cities*

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT


Thorshov & Cerny, Inc., Architects
TAKE THE STING
OUT OF WINTER with
ANDERSEN
Windowalls.*



SUNSHINE FLOODS into this living room with a warmth that belies the zero temperature outside. Highly weathertight WINDOWALLS of Andersen Casement Window Units protect the owner's perfect comfort. These same WINDOWALLS frame a scene of wintry beauty, and in warmer days, admit every cooling breeze. These are Andersen WINDOWALLS, efficient both as windows and as walls.

*TRADEMARK OF ANDERSEN CORPORATION

Sell Andersen WINDOWALLS For Remodeling Profits

Use WINDOWALLS for porch enclosures. For extra rooms. For attic dormers. For modernizing kitchens.

Andersen Corporation BAYPORT · MINNESOTA

WINDOW SPECIALISTS FOR 50 YEARS

For more information see your WINDOWALL *distributor or write Andersen Corporation.*

TOLEDO, OHIO, FIRM started in 1948 with small store, lower left. From one office man, one yard man and one truck driver, firm has expanded to include 42 employes.

Photos courtesy The Celotex Corp.

How to Get Good Contractor Business

Here's an operating formula which has helped a Toledo, Ohio dealer multiply his volume 10 times in four years.

A former contractor and builder himself for 30 years, Henry W. Bruning of Toledo, Ohio, is now an incredibly successful lumber dealer. After four years he has seen his volume multiply over ten times and his payroll has jumped from three to 42 names.

What's his secret? Well, as Bruning himself says, it's "a lot of hard work and a reasonable understanding of what builders want from their lumber dealer."

It's also due to good managership in the person of Odis E. Brookhart, who brought 25 years of lumber sales to the organization when he started with Bruning.

"We believe that service is our best sales tool," says Brookhart. "We have five salesmen who do a fine job of servicing the Toledo area—both contractors and homeowners. These men have the experience to take off material lists, offer suggestions and make detailed sketches of cabinets, entrance doors and window openings. They also are in the position to offer a limited free plan service, specifications, on-the-job record books, time books, job proposal books, preliminary agreements — plus pencils and carpenter aprons.

"Sales meetings are another important part of our organization," continued Brookhart. "Twice a month on Monday evenings at 7:30 we have sales meetings for two hours. Meeting with the management are all department heads and the entire sales force. We talk about new products and the products we are already selling. We discuss deliveries, millwork, blueprint reading, credit and service.

"We invite some of our suppliers to these meetings, especially those whose lines we have just added. One of our main efforts is to familiarize ourselves with every item. The more our men know, the better salesmen they are.

"On-the-job signs is another device we use. We ask our drivers and salesmen to put our signs on every remodeled job, every new house. Hundreds of these signs dot the city of Toledo. 'Rely on this sign for quality' is the way they read.

"In our advertising we repeat such phrases as 'Builders Super Market,' 'We Buy Right — We Sell Right,' 'Everything for Building,' and 'Buy Where the Builders Buy.' We think these have something to do with our increased sales.

"Finally, we buy the best products that we can. These are nationally known brands, the quality of which is well known. But again I think it's not only products we're selling — it's service."

Since adding its office and accounting department, Mayfair has also taken on new lines — mainly builders hardware and kitchen cabinets. In doing so, Mayfair has made good use of wall areas for display of paneling and tile materials, as a glance at the pictures will show. Because all materials in stock are on display, no salesman need leave the sales room when talking to a customer.

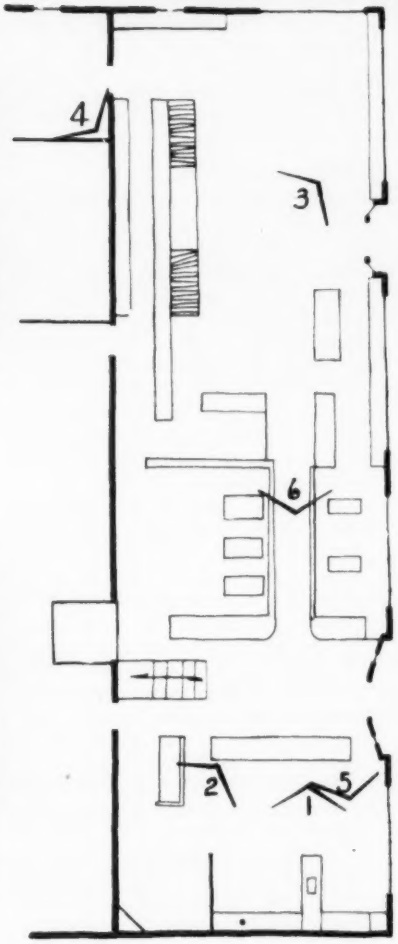
To properly service its customers, 95% of whom are contractors, the company uses seven delivery trucks, four farm wagons, two tractors. (The wagons and trac-

tors are used for unloading, however, as Mayfair does not have its own siding.) But with six drivers to operate its trucks, few bottlenecks are encountered.

"We are quite proud of our progress," says Manager Brookhart. "We've had a more rapid expansion than we anticipated at the time we organized in Dec. 1948."

4. **HENRY W. BRUNING,** seated at desk, and manager Brookhart in latter's office. Bruning has 30 years of contracting behind him.

3. **HARDWARE CASE** and door display is main attraction in display area. Builders hardware, featured in case, can be changed at intervals.

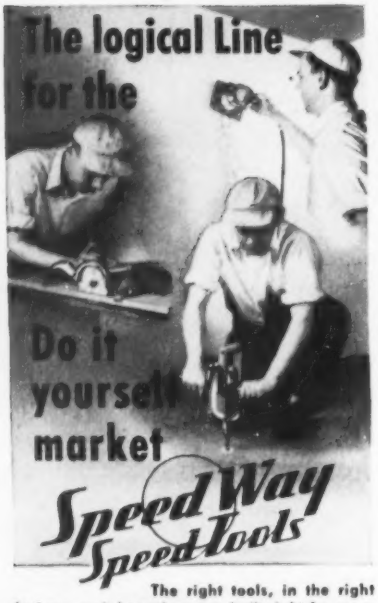


5. **ACCOUNTING DEPT.** occupies most of newly added space since 1948. Office area measures 30 x 50 feet.

2. **SALES CORNER** has plank and tile patterns on walls and corner cabinet. Salesman can offer customer personal attention at desk.

6. **MAIN DISPLAY** area has uncluttered look that bespeaks contractor emphasis. Some 30 different quality doors are to be seen in this space.

1. **WOOD AND METAL** kitchens occupy separate space, with walls being used to display paneling and exterior siding.



The right tools, in the right designs, weight and power, built right for service and priced right for volume sales.

No. 150 SpeedSander
An all-ball-bearing, orbital-motion, finishing sander with powerful 3450 r.p.m., A.C. induction motor and cast aluminum body. **$34.50**

No. 150-K SpeedSander Kit
The Sander with Accessories including: deep contour pad, finishing plate, felts for free abrasives and wet rubbing, lamb's wool bonnet, 90 sheet abrasive covers, etc. in fitted steel carrying case. **$49.50**

No. 1000 SpeedSaw
¼ H.P. Universal Motor, cast aluminum housing, safety shut-off switch. Cuts all angles to 45°, any depth to 1⅛". **$29.95**

SpeedDrills
(for metal or wood)
Extra power, high speed, electric drill with cast aluminum cases, and geared chucks.
No. 200-J ¼" SpeedDrill **$19.50**

No. 400 ½" SpeedDrill **$39.50**
also other sizes, types.

Drill Kits
Several fast selling kits. Painters and Householders Kit (illustrated) is typical. It has: ¼" Hornet Drill, Abrasive Discs and rubber backer plate, grinding wheel, wire brush, buff, etc. in attractive display carton . . **$19.95**

Write for catalog

SpeedWay MANUFACTURING CO.
1876 So. 52nd Ave., Cicero 50, Ill.

Guide Post to Sound Business Planning in 1953

(Continued from page 82)

poration. In any case, where such is being considered, competent tax counsel should be obtained.

Where any split-up, split-off or spin-off is feasible, there are additional advantages not directly concerned with income taxes. There are many cases on record where the principal executive of a corporation, for conservative reasons, has drawn a modest salary and then found himself tied to such salary by the provisions of salary controls of the Salary Stabilization Board. Where such is the case, each of the new taxpaying units will be entitled to a new set of salaries and when such are established, the executive will have available personal income which he is now unable to obtain.

Insurance Factors

Another factor in sound business planning is the planning for the distribution of the estate of the owner upon his death. Life insurance, of course, is one way to provide such funds. However, life insurance plans for such purpose, while entirely sufficient at the time of purchase, have through various means, become insufficient to enable the estate or beneficiary of the insured to pay estate taxes out of the proceeds.

For one thing, it is frequently overlooked in the purchase of life insurance that such life insurance acts to increase the estate of the insured and consequently to automatically increase his estate taxes. These businesses also have a way of expanding late in the life of the owner at which time he has either become uninsurable or the premiums for such insurance are so high as to be impractical.

Another frequent occurrence is where the insurance plans are in themselves sufficient but upon retirement the insured begins to "raid" such insurance to provide retirement income for himself. While life insurance is one of the very best ways to provide funds for estate taxes, such life insurance must be an adjunct of, and not a replacement for, sound estate planning.

The retirement income problem mentioned above is one which is being given more and more attention by the owners of businesses today. Pension and profit sharing plans, paid for out of earnings prior to retirement, long considered a province exclusively of "big business" can be and are being made effective in "little business."

For example, a business having taxable income of $25,000 per year, with a payroll of $80,000, of which $15,000 is the salary of the principal officer, can, for an annual net cost of $8,400, provide pensions in a substantial amount to each of the employes, and a pension of $6,000 per year to such officer upon retirement. The pensions are over and above any amount which might be payable under social security.

The subject of pension and profit sharing is one, however, which does not lend itself to broad generalizations. The example given is what happened to one organization. What could be done for you depends upon the set-up of your company.

The elements of business planning discussed here are, of course, nowhere near those of a complete list which should be considered by any prudent businessman. They merely constitute a partial list of those items of planning which are frequently given less attention than they deserve due to the press of day-to-day operations. Time spent in laying sound plans for the future will pay off handsomely in peace of mind and in dollars.

CONVENTION SESSIONS HELP SOLVE DEALERS' PROBLEMS

(continued from page 60)

vania at their convention in the William Penn Hotel, Pittsburgh, Feb. 4-5.

Karl Aschbacher will give an illustrated lecture on "Vapor Control." Other speakers include Thurman Sensing, executive vice president, Southern States Industrial Council, Nashville.

A social feature will be a luncheon on Thursday at which dealers will be guests of the Pittsburgh Wholesale Lumber Dealers Association.

you asked for it... here it is!

MASONITE SIDING

the new, packaged Presdwood product

All over the country, building materials dealers told us, "There's a good market for a material with all the strength, paintability and long wear of Masonite Presdwood...but in a size and shape that's easy to apply as siding."

Now there is such a product...we've been working on it for years. But we didn't want to announce it until we had tested it thoroughly and knew it was right!

Masonite Siding does all the things you asked...and more! Creates beautiful, permanent lap siding for new homes and old. Comes with specially-designed Shadowline wood strips to create a distinctive, deep shadow. This permits smaller overlap...puts more of the width to work.

Here are just a few of the advantages of this new Presdwood® product that'll bring you extra volume and extra profits:

smoother No knots or grain to rise and check the smooth finishes so easily applied. Takes less paint to cover; each painting job lasts years longer!

stronger Resists bumps, scrapes, other surface hazards. Won't split, splinter or crack. Won't push nails out.

out-weathers the weather Permanent protection in all climates. This durable, all-wood hardboard never rots or corrodes.

saves money No short lengths! Packaged in convenient 8′, 10′ and 12′ lengths. Conventional 12″, wider 16″ and extra-wide 24″ widths at no premium. 5/16″ and 1/4″ thicknesses.

better hardboards for better profits

We're telling your customers—homeowners, architects, builders—about Masonite Siding in an all-out, highly informative promotion. Your Masonite representative has the complete story.

MASONITE® CORPORATION

Dept. AL-112, Box 777, Chicago 90, Illinois

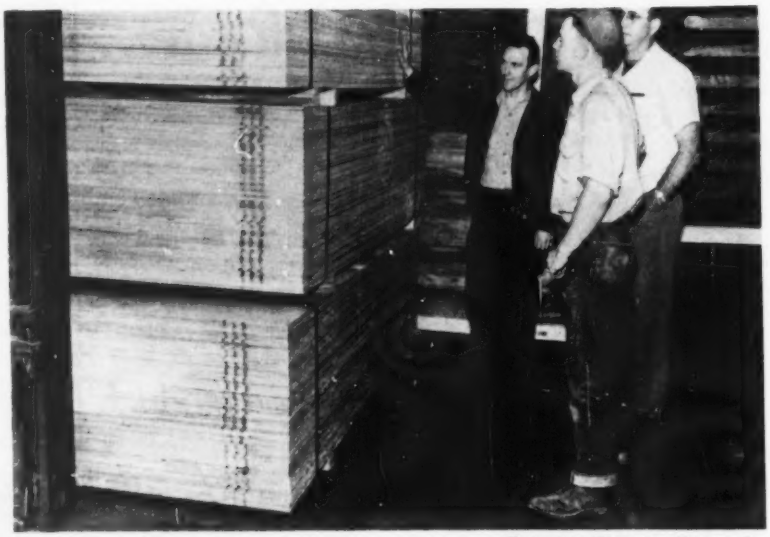
'Masonite' signifies: Masonite Corporation is the source of the product

Southern Hardwood Buyer's Guide

The new and completely up-to-date Southern Hardwood Buyers' Guide for 1953 is now ready for distribution, according to L. J. Heatherly, secretary-manager of the Southern Hardwood Producers, Inc. The Buyers' Guide, one of several publications prepared by SHPI to disseminate facts about the use of southern hardwoods, has been in heavy demand by the hardwood using trade. Copies are mailed each day in response to inquiries for sources of southern hardwood lumber or information concerning the hardwood species of the South.

Compiled every two years in order to provide the hardwood consumer and specifier with a broad list of reliable and ethical manufacturers, the guide also contains a wealth of information regarding the properties, uses and availability of the more important southern hardwoods.

Single copies of the Hardwood Buyers' Guide are available free of charge from the Southern Hardwood Producers, Inc., 805 Sterick Building, Memphis 3, Tennessee.



Courtesy Western Veneer Co.

STEEL STRAPPING plywood into standard bundles for ease in shipment, handling and inventory is growing in popularity. Damage in transit is also said to be reduced. The standard bundle shown is 25 inches, with the number of panels in each bundle varying with panel dimensions. A strapped bundle of ¼ inch plywood will contain 100 panels, 5/16 inch, 80 panels. The technique requires double door cars because lift trucks are used for loading.

Weyerhaeuser Planting 3 Million Pine Seedlings

CHURCH

Weyerhaeuser Timber company has announced that it expects to plant approximately 3 million Douglas fir seedlings on its tree farms this winter, with a third of them going to the company's Vail-McDonald operation in the state of Washington.

Supervising the planting of approximately 1,000,000 one and two-year old trees on the Vail and McDonald tree farms is James W. Church, Weyerhaeuser branch forester. The million seedlings will be split evenly between the two tree farms, according to Church.

Church, 36, is relatively new to the Vail-McDonald operation, replacing Vincent Bousquet as branch forester in September of this year when Bousquet was transferred to the firm's Klamath Falls, Ore., branch.

No stranger to forestry or the Weyerhaeuser Timber company, Church joined the firm in 1940, following his graduation from the University of Washington college of forestry. After 18 months as timekeeper at Weyerhaeuser's Snoqualmie Falls branch, he was named branch forester and held that post, except for a three and one-half year wartime hitch in the air force, until transferred to Vail-McDonald.

Market Quiet In Tacoma Region

The customary year end quiet is probably the chief characteristic of the lumber market in the Tacoma area. Inquiries and orders both are down, but operators attribute this principally to a desire of buyers to keep inventories at as low a point as is consistent with requirements at this season of the year.

Mill supplies of virtually all items are good and operators anticipate little difficulty in meeting such demand as may exist in the early part of the new year.

Two transactions announced this week by officials of the Olympic National Forest included purchase of 650 red cedar poles by the Cascade Pole Company of Tacoma and purchase by the Buck Logging Company of Shelton of a million board feet of salvage timber. The price for the poles was $5,018 and the salvage timber price, the highest of ten bids, was $32,078. Most of the salvage timber was described as Douglas fir.

Prices Unchanged In Seattle Area

Imminence of holiday shutdowns and possible extension of closures due to bad weather steadied the market here in the fortnight before Christmas. Prices of most items remained the same or changed slightly.

The industry goes into the new year with a large supply of logs and the expectation that the weather will be the principal thing to affect immediate business after the holidays.

Shipments of lumber to the Atlantic coast continue large. One informant commented: "They're doing the same thing they did two years ago when the year's total

the most spectacular profit-making combination in paint retailing!

ORDER NOW
from any of these seven leading paint companies or your Kem-Products jobber:

Acme Quality Paints, Inc.
Detroit

W. W. Lawrence & Co.
Pittsburgh

The Lowe Brothers Co.
Dayton

John Lucas & Co., Inc.
Philadelphia

The Martin-Senour Co.
Chicago

Rogers Paint Products, Inc.
Detroit

The Sherwin-Williams Co.
Cleveland

was 636 million feet. Shipments in September 1952 amounted to 36 million; in October to 46 and in November to 45 million feet. This lumber is piling up on the docks and Eastern buyers are watching for a break in price.

Lumber cedar logs have advanced $5 to 10 due to scarcity of this grade and ¾ by 10 clear Bungalow siding is being held for $5.00 more by some mills. Fir, hemlock, pine and spruce remain steady. The shingle market is a little weaker. The shingle mills are expected to stay down longer than usual because of the weak market.

Most encouraging is the fine log inventory. The late Fall brought good operating weather and closures due to fire weather were short. On December 1st Puget Sound reported 572½ million feet as compared to 550 for November 1st and 506 a year ago. Columbia river had 617 million or three million less than last month as compared to 498 a year ago. These are very large supplies for these two districts. Grays Harbor on December 1st reported 115 million where a month ago the figure stood at 121. A year ago the total was 118.

OUT-LOAD IN LESS THAN 15 MINUTES

HEAVY-DUTY FORK

with LIFTRUK

Transforms the slow, wasteful line-up of customers' trucks and their drivers into a regular system of "FILL 'EM UP AND GET 'EM MOVING" that will bring customer commendation . . . and at a better profit to you! Yes, *a Yard planned around LIFTRUK Efficiency* means money in your till, positive elimination of waste in yard layout and man-hour inefficiency . . . PLUS annoying waiting time!

Let our Sales-Engineering Department answer your problems. Get the facts on how many yards, through LIFTRUK + Palletized or Pre-packaged Loads — have reduced MATERIALS HANDLING COSTS as high as 75% — while getting 200% efficiency from existing yard layout!

WRITE FOR BULLETIN 77

SILENT HOIST & CRANE CO.

Pioneers of Heavy Duty Materials Handling Equipment

860 63rd STREET, BROOKLYN 20, N. Y.

Baltimore Dealers Optimistic for 1953

Lumber dealers in this vicinity begin the New Year with an optimistic outlook, having closed a twelve-month, which, while it did not equal 1951, nevertheless was a good year.

The supply problem is satisfactory at present, and the price range generally appears stable, according to Baltimore yard operators.

Southern pine is coming through in sufficient quantity for the off season, and quotations are little changed during the last month.

There is also little change in supply and price problems in fir from the West Coast.

While the surrounding district has had its troubles on account of wet weather, the season has been very open, with temperatures generally not interfering too much with construction operations.

Those dealers doing business with ship yards have renewed cause to look on the bright side, since the shipping industry here has received substantial orders in the last few weeks which will produce excellent business in the coming months. This is in great contrast to a mood of a month or so ago, when it was thought that important element of lumber volume was feared to be sagging.

Heavy construction in this area is helped by the fact that there is continuous expansion of defense plants, and this in turn produces fringe business, too.

Pier construction in the harbor also will absorb large quantities of lumber during the coming months.

Home building, according to the latest figures, is below 1951 volume, but here too, planning for 1953 seems to be substantial particularly in the are well beyond the city limits.

Holiday Lull At Kansas City

The year-end seasonal lull arrived as usual and lumber operations slowed to a walk. Retailers pulled out of the market, generally speaking, and reported they would wait until after the first of the year to enter orders. Just prior to the Christmas-to-New Year shutdowns by the mills, some operators reduced prices a little in order to keep the saws turning. Others, with substantial backlog of orders, held their price lists.

Genuine

NORTHERN WHITE PINE

(Pinus Strobus)

Spruce, Norway Pine, Jack Pine

Entering Our Thirtieth Manufacturing Year
Continuous Supply Still Available

Straight or Mixed Cars

- **Common Boards**
- **Barn and Drop Siding**
- **Sheathing**
- **Factory & Flask Lumber**
- **Knotty Pine Paneling**

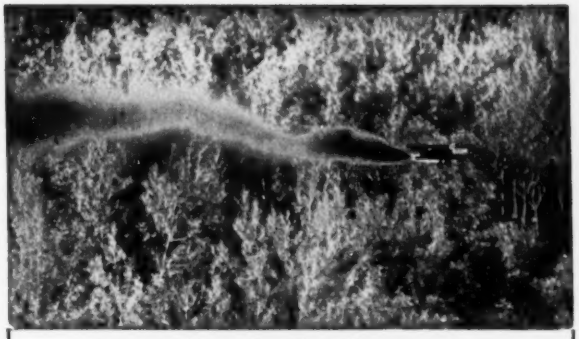
KILN DRYING FACILITIES

RAINY LAKE LUMBER CO. LTD.

Sales Office:

1026 Chicago Title & Trust Bldg.
CHICAGO 2, ILL.

Selling the Products of J. A. Mathieu, Ltd., Rainy Lake, Ont.



Spraying by Plane
Our Future Crop of Timber

INSURANCE

FOR YOUR FUTURE NEEDS OF

- **HARDWOODS**
- **WHITE PINE**
- **HEMLOCK**

DEFEND YOUR TRADE with

MENOMINEE INDIAN MILLS
Neopit, Wisconsin
Air-dried QUALITY LUMBER Kiln-dried

1ST in flooring

Customers come back for more when you sell "Mt. Vernon" flooring. Carefully kiln dried, manufactured, and graded, the Mt. Vernon brand is your best buy insurance.

OAK • BEECH & PECAN
HARDWOOD FLOORING

Modern dry kilns, planing mill and oak flooring plant mean top quality.

BAND SAWN HARDWOODS AVAILABLE

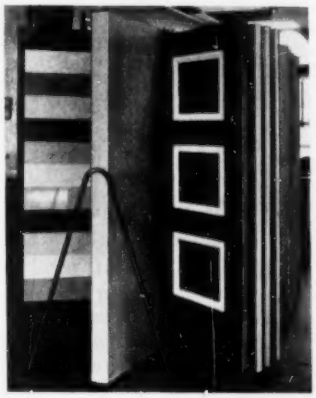
Look for and write to:

MOUNT VERNON BRAND FLOORING

MOBILE RIVER SAW MILL CO., INC.
Mt. Vernon, Alabama

Make the Lumber Yard of Yesterday the PLANNING CENTER of TODAY with MULTIPLEX

The modern and easy way to show your entire line of doors, moulding, woods of all types, composition board, tile, roofing materials, hardware and all types of building and lumber specialties is with Multiplex Merchandisers. Doors can be arranged on pivot type holders and flat material on sturdy, swinging panels. Building supply dealers everywhere who have installed Multiplex Merchandisers report increased sales. Now is the time to get full information. Mail coupon below for literature, prices, etc.



MULTIPLEX DISPLAY FIXTURE COMPANY
907-917 N. Tenth Street St. Louis 1, Mo.

NAME .....
COMPANY .....
ADDRESS .....
CITY ..... STATE .....

J-53

A number of items were in short supply, especially common boards of 6 and 8-inch size, mills report. Mills are not building up stocks and mostly are cutting against actual orders.

Weather conditions have been bad, with rains widespread and the cold wave cutting into forest operations.

Some comfort was gleaned by the increasing number of inquiries arriving from the box and furniture manufacturers for supplies, and industrial and railroad business also firmed a bit.

While prices on the west side of the Mississippi river held firm and strong, some easiness, perhaps a $1 or so, cropped up at mills on the eastern side of the river which supply mostly air-dryed lumber.

Kiln-dryed boards on the west side were quoted at $87 to $90 for 6-inch and $88 to $92 for 8-inch lumber. Prices were about $3 a thousand under for air-dryed grades.

On dimension, 2 by 4's on the west side were going at around $80 and 2 by 6's at $83 to $85 and 2 by 8's at $85 to $88.

Flooring and finish, c & btr. generally ruled around $155 a thousand, with some surplus items being to show up with the mills.

No. 2 gum was strong, with prices of $44 to $45 commonly reported by the trade. The No. 1 stock ruled at $90 to $110.

Nationally

Lumber shipments of 474 mills reporting to the National Lumber Trade Barometer were 10.7% below production for the week ending December 20, 1952. In the same week new orders of these mills were 3.0% below production. Unfilled orders of the reporting mills amounted to 34% of stocks. For the reporting softwood mills unfilled orders equivalent to 19 days' production at the current rate, and gross stocks were equivalent to 55 days' production.

For the year-to-date, shipments of reporting identical mills were 2.9% above production; new orders were 1.2% above production.

Compared to the average corresponding week in 1935-1939, production of reporting mills was 85.3% above; shipments were 70.7% above; new orders were 58.6% above. Compared to the corresponding week in 1951, production of reporting mills was 3.1% above; shipments were 2.8% above; and new orders were 0.1% below.

Western Pine

Production of Western Pine and Associated Woods by the 96 mills reporting to the Western Pine Association for the wek ending December 13, totaled 57,548,000 feet. This compares with 60,043,000 feet last year. Shipments for the week ran to 51,684,000 feet, 10.2% below production. Shipments were 61,217,000 feet last year. Orders for the week were 57,783,000 feet, as compared to 61,349,000 feet a year ago.

Southern Pine

Shipments of Southern Pine by the 131 mills reporting to the Southern Pine Association for the week ending December 20, totaled 20,848,000 feet, 11.83% below production. Orders for the week ran to 20,718,000 feet, 11.65% below the three year average. Production was 23,644,000 feet, .82% above the three year average.

Overhead down! Sales and profits up! That's what happens when you buy your oak flooring in HARCO *Palletized Units*. With a fork lift, you reduce unloading and warehousing costs as much as 75 per cent . . . almost double floor space capacity . . . simplify inventory taking.

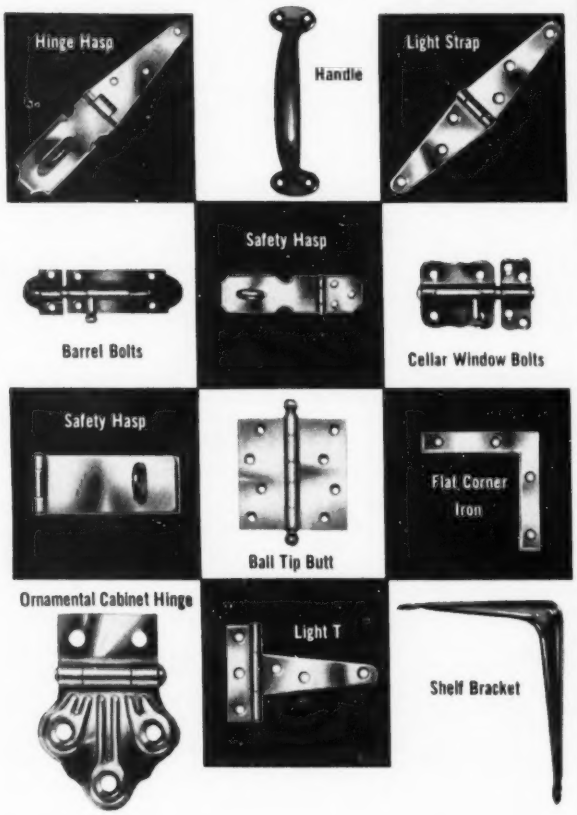
Many yards with only hand lift pallet trucks now buy HARCO *Units*. They've discovered they can speed handling all the way down the line — save time *and* labor.

Remember this, too! Every foot of flooring in HARCO *Palletized Units* is produced in the heart of the Appalachian Hardwood region — uniform in color, texture, and quality, and NOFMA grade-marked. Descriptive folder on request.

VEACH-MAY-WILSON, INC.
ALCOA, TENNESSEE

GENSCO

IMPORTED SWEDISH HARDWARE



DEPEND ON GENSCO STENMAN

BUILDERS' HARDWARE

Popular priced Swedish builders' hardware in all standard sizes and finishes. Made by one of the world's oldest and largest producers of quality builders' hardware. Stocked for immediate shipment. Give your customers better quality at a better price. *Write for Catalog.*

GENSCO CROWN BRAND SWEDISH WOOD SCREWS

Swedish, Gensco - Crown - Brand slotted wood screws in flat, round and oval head styles. Made in bright steel and brass. Write for prices.

WRITE FOR LITERATURE GENSCO *WRITE FOR PRICES*

GENSCO TOOL DIVISION
GENERAL STEEL WAREHOUSE CO., INC.
1812 North Kostner Avenue • Chicago 39, Illinois

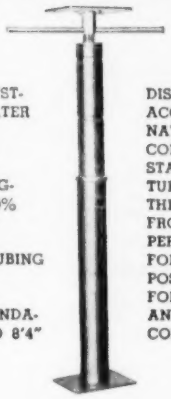
More Sales Opportunities with **SAWHILL**
QUALITY POST PRODUCTS

HEF-T-POST

HEF-T-POST covers a full line of building posts made in all lengths in sizes 3" OD., 3½" OD., 4" OD., in 11-gauge steel tubing with adjusting screw assembly for 3" adjustment or with loose or welded cap and base plates, also in full weight steel pipe in all lengths, in sizes 2⅞" OD., 3½" OD., 4" OD., 4½" OD., 5½" OD., with loose or welded cap and base plates. HEF-T-POST is designed to meet all building codes, including US/FHA.

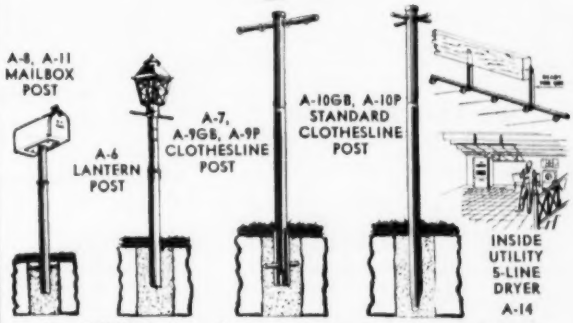
KEEP FLOORS LEVEL AND SAFE

RED-I-POST



AN ALL-PURPOSE, ADJUSTABLE POST WITH GREATER SAFETY FEATURES.
CAN BE INSTALLED BY MOST ANYONE.
PATENTED SAFETY RING-LOCK GUARANTEES 100% EQUAL LOAD ON FULL CIRCUMFERENCE.
MADE FROM HEAVY TUBING AND FULL WEIGHT STEEL PIPE.
5 SIZES FOR ALL FOUNDATIONS FROM 1'2½" TO 8'4"

DISTINGUISHED BY ITS ACCEPTANCE BY THE NATIONAL SAFETY AWARDS COMMITTEE FOR ITS OUTSTANDING SAFETY FEATURES—MAKES RED-I-POST THE BEST KNOWN POST FROM COAST TO COAST. PERMANENT REPLACEMENT FOR OLD AND WORN-OUT POSTS. EXTRA SUPPORT FOR OVERLOADED FLOORS AND FOR NEW CONSTRUCTION, TOO.



The **SAWHILL** line of post products also includes clothesline posts, lantern posts, mailbox posts—all individually packaged in cartons for easier, more economical handling by you and your customers.

For prompt information and prices write

THE SAWHILL MANUFACTURING CO. • SHARON, PA.

Name_____
Firm_____
Address_____

CHECK / ARCHITECT ☐ BUILDER ☐ DEALER ☐ DISTRIBUTOR ☐

THE SAWHILL MANUFACTURING COMPANY
General Offices and Plant, Sharon, Pennsylvania
Offices, New York, Chicago, Philadelphia, Detroit, Springfield, O.
Representatives in Principal Cities and Canada

Lumber Prices at Press-time

The following index is intended merely as a check on buying practices. It is a compilation and average of mill prices at press time and should not be considered as current on the day the magazine is received. The prices should be useful in following market trends and as a check on purchases made approximately ten days before receipt of the magazine. Bold face listings denote market price changes since the last issue—the Editors.

DOUGLAS FIR

Vertical Grain Flooring

	B&Btr.	C	D
1x4	155.00	150.00	105.00

Flat Grain Flooring

1x4	130.00	125.00	93.00
1x6	155.00	150.00	105.00

Drop Siding

1x6 (Pat. #106)	150.00	145.00	110.00
1x6 (Pat. #116)	155.00	145.00	105.00

Ceiling

⅝x4	125.00	123.00	80.00
1x4	115-125	120.00	80.00

Boards and Shiplap and 2" (Green)

	1x6	1x8	1x10	1x12
No. 1	65.00	67.00	67.00	75.00
No. 2	58.00	59.00	59.00	68.00
No. 3	51.00	53.00	51.00	60.00

No. 1 Dimension

	12'	14'	16'	18'	20'
2x 4	67.50	67.50	70.50	69.50	69.50
2x 6	72.50	72.50	72.50	75.50	73.50
2x 8	70.50	70.50	70.50	72.50	72.50
2x10	72.50	73.50	72.50	72.50	72.50
2x12	72.50	70.50	70.50	72.50	72.50

No. 2 Dimension

2x 4	67.50	67.50	70.50	69.50	69.50
2x 6	68.50	65.50	69.50	69.50	69.50
2x 8	68.50	68.50	68.50	68.50	67.50
2x10	68.50	68.50	68.50	68.50	68.50
2x12	**68.50**	**68.50**	**68.50**	**68.50**	**68.50**

No. 3 Dimension R/L Only

2x 4	48.00
2x 6	46.00
2x 8	43.00
2x10	38.00
2x12	35.00

(Add 10-15 dollars for dry lumber)

RED CEDAR SHINGLES

Royals

No. 1	24"	4/2	13.25
No. 2	24"	4/2	7.25
No. 3	24"	4/2	5.00

Perfections

No. 1	18"	5/2¼	10.00-10.25
No. 2	18"	5/2¼	4.65-4.75
No. 3	18"	5/2¼	3.75-4.00

XXXXX

No. 1	16"	5/2	8.75
No. 2	16"	5/2	4.50-4.75
No. 3	16"	5/2	3.75-4.00

WESTERN RED CEDAR

Prices for red cedar siding in mixed cars, new bundling, 6' to 16' are:

Beveled Siding, ½ Inch

	Clear	"A"	"B"
½x4 inch	80.00	75.00	50.00
½x5 inch	85.00	80.00	60.00
½x6 inch	105.00	100.00	85.00
½x8 inch	135.00	130.00	90.00

Clear Bungalow Siding, ¾ Inch

8 inch	170.00	165.00	125.00
10 inch	195.00	190.00	150.00
12 inch	195.00	190.00	150.00

Finish B and Btr, S2 or 4S, 6' to 16' or Rough

1x 8	240.00
1x10	240.00
1x12	250.00

Ceiling or Flooring, B and Btr, 9-16'

	B&Btr.	C	D
1x3	120.00	100.00	90.00
1x4	120.00	115.00	95.00

Discount on mouldings 620' -20' odd lengths.

Series 8,000

Listing under 4.00—list plus 35 per cent.

Listing 4.00 and over—list plus 35 per cent.

Clear Lattice, 5-16", 6-16' 100 Lin. Ft.

1/3x3	1.50
1/3x4	1.75

WESTERN PINES

Ponderosa Pine

Selects S2 or 4S	4/4 RW	5/4 RW and 6/4 RW	8/4 RW
C&Btr RL	250.00	255.00	265.00

Shop, S2S	No. 1	No. 2
5/4	142.00	110.00
6/4	142.00	110.00

Commons, S2 or 4S	2&Btr.	No 3	No 4
1x 8 RL	124.00	88.50	72.00
1x12 RL	124.00	88.50	70.00

Idaho White Pine

Selects S2 or 4S	1x4	1x6	1x8	1x10
C&Btr. RL	270.00	271.00	271.00	278.00
D RL	239.00	239.00	229.00	250.00

Commons, S2 or 4S	No. 1	No. 2	No. 3
1x 8	157.00	146.00	118.00
1x12	188.00	151.00	118.00

Sugar Pine

Selects S2 or 4S	4/4 RW	5/4 RW	8/4 RW
B&Btr. RL	270.00	280.00	285.00
C RL	265.00	275.00	280.00
D RL	235.00	245.00	245.00

Shop, S2S	No. 1	No. 2	No. 3
5/4	157.00	125.00	85.00
6/4	157.00	125.00	85.00

OAK FLOORING

	11/16x2¼	11/16x1½	½x2	½x1½
Clear Pin				
White	180.00	155.00	177.00	162.00
Red	185.00	160.00	177.00	162.00
Sel. Plain				
White	160.00	135.00	167.00	152.00
Red	168.00	140.00	167.00	152.00
#1 Com. Pln White & Red	145.00	115.00	125.00	115.00
#2 Com. Pln White & Red	80.00	55.00	82.00	77.00
#1 Com. & Btr Shorts, 1¼"	100.00	75.00	97. 00	97.00

SOUTHERN PINE

Vertical Grain Flooring

	B&Btr.	C	D
1x4	175.00	165.00	145.00

Flat Grain Flooring

1x4	160.00	150.00	110.00
1x6	190.00	180.00	140.00

Drop Siding

1x6 (Pat. #106)	170.00	160.00	130.00
1x6 (Pat. #116)	170.00	160.00	130.00

Boards & Shiplap

	1x6	1x8	1x10	1x12
No. 1	100.00	105.00	115.00	140.00
No. 2	75.00	77.00	77.00	80.00
No. 3	60.00	65.00	65.00	70.00

No. 1 Dimension

	12'	14'	16'	18'	20'
2x 4	89.00	90.00	92.00	102.00	102.00
2x 6	85.00	85.00	86.00	96.00	96.00
2x 8	88.00	88.00	90.00	96.00	98.00
2x10	98.00	99.00	99.00	107.00	110.00
2x12	104.00	104.00	104.00	115.00	120.00

No. 2 Dimension

2x 4	82.00	83.00	85.00	95.00	95.00
2x 6	78.00	79.00	80.00	89.00	91.00
2x 8	78.00	79.00	80.00	89.00	91.00
2x10	82.00	83.00	83.00	89.00	91.00
2x12	82.00	83.00	83.00	89.00	91.00

No. 3 Dimension R/L Only

2x 4	59.00	....	....	....	....
2x 6	58.00	....	....	....	....
2x 8	57.00	....	....	....	....
2x10	57.00	....	....	....	....
2x12	57.00	....	....	....	....

REDWOOD

Bevel Siding

½x 4 V.G. Clear All Heart	90.00
½x 6 V.G. Clear All Heart	117.00
½x 8 V.G. Clear All Heart	138.00
⅝x 6 V.G. Clear All Heart	117.00
⅝x 8 V.G. Clear All Heart	145.00
⅝x10 V.G. Clear All Heart	155.00
¾x 6 V.G. Clear All Heart	154.00
¾x 8 V.G. Clear All Heart	184.00
¾x10 V.G. Clear All Heart	207.00
¾x12 V.G. Clear All Heart	211.00

Note: A grade V.G. Redwood Siding approx. $5.00 less for ½ and ⅝ in above sizes. $5.00 less for ¾ inch in above sizes.

Anzac Siding

1x10 V.G. Clear All Heart	230.00
1x12 V.G. Clear All Heart	240.00

Note: Deduct $8.00 for A Grade.

Finish

1x 4 Clear Heart S4S	155.00
1x 6 Clear Heart S4S	165.00
1x 8 Clear Heart S4S	200.00
1x10 Clear Heart S4S	215.00
1x12 Clear Heart S4S	225.00

Note: A Grade 1x4, 1x6, 1x8 deduct $10, 1x10 and 1x12 deduct $15.

WESTERN HEMLOCK

Vertical Grain Flooring

	B&Btr.	C	D
1x4	150.00	140.00	100.00

Flat Grain Flooring

1x4	135.00	125.00	93.00
1x6	155.00	150.00	100.00

Drop Siding

1x6 (Pat. #106)	145.00	135.00	105.00
1x6 (Pat. #116)	145.00	140.00	105.00

Ceiling

⅝x4	105.00	100.00	70.00
1x4	110-120	105-115	90.00

Boards and Shiplap and 2" (Dry)

	1x6	1x8	1x10	1x12
No. 1	80.00	82.00	82.00	82.00
No. 2	77.00	77.00	77.00	77.00
No. 3	64.00	66.00	66.00	66.00

No. 1 Dimension

	12'	14'	16'	18'	20'
2x 4	74.00	74.00	77.00	77.00	77.00
2x 6	74.00	74.00	74.00	79.00	79.00
2x 8	76.00	76.00	76.00	76.00	79.00
2x10	74.00	76.00	74.00	74.00	79.00
2x12	74.00	74.00	74.00	74.00	79.00

No. 2 Dimension R/L Only

2x 4	69.00	69.00	72.00	72.00	72.00
2x 6	69.00	69.00	69.00	74.00	74.00
2x 8	76.00	76.00	76.00	76.00	79.00
2x10	74.00	76.00	74.00	74.00	79.00
2x12	74.00	74.00	74.00	74.00	79.00

No. 3 Dimension

2x 4	55.00
2x 6	55.00
2x 8	53.00
2x10	52.00
2x12	52.00

ENGELMANN SPRUCE

Boards and Shiplap (dry)

	1x6	1x8	1x10	1x12
No. 2&Btr.	109.00	109.00	114.00	120.00
No. 3&Btr.	81.00	86.00	86.00	86.00

No. 1 Dimension

	12'	14'	16'	18'	20'
2x 4	80.00	80.00	80.00	86.50	86.50
2x 6	77.50	77.50	77.50	81.50	81.50
2x 8	77.50	77.50	77.50	81.50	81.50
2x10	77.50	77.50	77.50	84.50	84.50
2x12	80.50	80.50	80.50	84.50	84.50

No. 2 Dimension

2x 4	74.50	74.50	74.50	74.50	74.50
2x 6	74.50	74.50	74.50	74.50	74.50
2x 8	74.50	74.50	74.50	74.50	74.50
2x10	74.50	74.50	74.50	74.50	74.50
2x12	74.50	74.50	74.50	74.50	74.50

(Boards graded No. 1, 2, 3, at flat price: no price for straight No. 2. Mills do not grade out No. 3 dimension separately as in fir.)

SALES SUCCESS OF 1952

make Shoreline your line in '53!

- All-wood, 7-ply construction
- Attractive 3-ply Birch faces, reinforced with a strong core of wood rails and stiles
- Bonded with Highly waterproof glue
- Built-in air vents for free air circulation
- Easily installed — 2 lock blocks permit 8-way hanging
- Exterior and interior models

Start off your door sales with a bang this year ... and keep them jumping! SHORELINE flush doors have the quality and price tag that win dealer and consumer preference the year 'round!

A leading seller for its jobbers and dealers in 1952, SHORELINE flush doors can mean a brand new year of extra profits for you, too.

Listed at left are some construction features found in all SHORELINE doors. We invite you to compare these with other quality lines, and to send in for the low SHORELINE price list.

You'll find SHORELINE to be one of the most outstanding values in its field.

Leland
FLUSH-WOOD DOOR COMPANY
Suttons Bay, Michigan
Phone 71

Distributors — it costs you nothing to investigate the profitable Shoreline Flush Door line. Don't delay — write now for complete information!

Retailers — Ask us for the name and address of your nearest distributor.

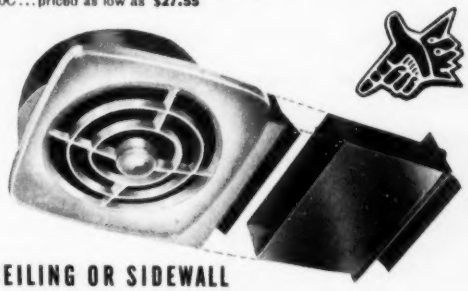
Now you can Sell AIR-KING Ventilating Fans...

for every purpose — in any size and price range

wall switch controlled

low cost model AUTOMATIC SIDEWALL

Now available at the same price as pull chain models! Weatherproof outside hood protects against ice, snow, wind and rain—encloses scientifically counter-balanced, exclusive "Flutter-Free" shutter that automatically opens and closes when fan starts and stops. **Wall Switch controlled**—single or three speed (extra). Unscrewing of center grill knob removes grill for easy cleaning. Motor and blade completely removable by merely loosening two wing nuts. In 8-inch and 10-inch models for walls 4¼" to 28" thick. Sparkling white or chrome finish. **Full 5 year guarantee.** WF8C, WF10 and WF10C ... priced as low as **$27.55**



FOR CEILING OR SIDEWALL

- **Only 3½" deep over-all**
- **Blower-type blade**

Most attractive, powerful, versatile kitchen fan available. New blower-type pressure blade maintains high air exhaust volume in long ducts. Mounts in ceiling or sidewall. Grill removes by merely unscrewing center grill knob. Outside frame will never warp or rust. Model CF8C especially recommended where low cost is a deciding factor. In White Enamel or Chrome finish. Available with 3-Speed Control switch (extra). **Full 5 year guarantee.** CF8C, CF10N and CF10NC ... priced as low as **$27.95** complete with Wall Cap.

ECONOMICAL PULL CHAIN MODELS

Where wall switch is not desired, this powerful, economical pull chain model is highly efficient. Eliminates wall switch installation cost. Outer frame will never rust or warp fan housing. Grill easily removed by merely unscrewing center knob. Motor mounted on one bracket —motor and blade completely removable by loosening just two wing nuts. Available in 8" and 10" models, white enamel or chome finish for walls 5½" to 16" thick. **Full 5 year guarantee.** KF8N and KF10N ... priced as low as **$27.55**

Listed in Sweet's Catalog or ask your Wholesaler.

Complete catalog available by writing to

BERNS MFG. CORP. 3050 N. ROCKWELL ST., CHICAGO 18, ILL.

Convention Dates

JANUARY

12-14, Kentucky, Louisville, Brown Hotel.
13-15, Northwestern, Minneapolis, Auditorium.
18-21, National Association of Home Builders, Chicago, Conrad Hilton & Congress Hotels.
20-22, Western Retail, Portland, Multnomah Hotel.
25-27, W. Virginia, Charleston, Daniel Boone Hotel.
26-29, Northeastern, New York City, Statler Hotel.
26-28, National Roofing, Philadelphia, Bellevue Stratford Hotel.
28-30, Southwestern, Kansas City, Municipal Auditorium.

FEBRUARY

3-5, Michigan, Grand Rapids, Pantlind Hotel.
4-5, W. Pennsylvania, Pittsburgh, Wm. Penn Hotel.
4-6, Mountain States, Denver, Shirley-Savoy Hotel.
4-6, Middle Atlantic, Atlantic City, Chalfonte-Haddon Hall.
10-12, Illinois, Chicago, Sherman Hotel.
17, Northern Indiana, Southern Michigan, Oliver Hotel, South Bend, Ind.
17-19, Wisconsin, Milwaukee, Auditorium.
18-20, Virginia, Roanoke, Roanoke Hotel.
25-27, Nebraska, Omaha, City Auditorium.

MARCH

3-4, N. Dakota, Fargo, City Auditorium.
3-5, Indiana, Indianapolis, Murat Temple.
5-7, Intermountain, Salt Lake City, Hotel Utah.
11-12, Mississippi, Jackson, Heidelberg Hotel.
11-13, Iowa, Des Moines, Iowa Exhibitor's Building.
17-18, Carolina, Asheville, N. C., Municipal Auditorium, Battery Park & Vanderbilt Hotels.
18-19, Louisiana, New Orleans, Jung Hotel.
24-26, Tennessee, Galtenburg, no exhibits.
25-27, Independent, Minneapolis, Radisson.
26-28, N. Jersey, Atlantic City, Hotel Claridge, no exhibits.
30-31, April 1, Georgia, Augusta, Bon Air Hotel, no exhibits.

APRIL

7-9, S. California, Los Angeles, Statler Hotel.
8-9, Arkansas, Little Rock, Hotel Marion.
13-15, N. California, Yosemite National Park, Ahwahee Hotel.
15-16, S. Dakota, Sioux Falls, Coliseum.
16-18, Florida, Miami Beach, Sherry Frontenac & Monte Carlo Hotels.
19-21, Texas, Galveston, Municipal Pier.

1953 Product Preview

Satisfy your customers with the latest products and services by checking the following pages. You will find new products departmentalized as follows: building materials, supplies and services; hardware; tools; paint, mastics and allied products; doors; windows; heating, electrical, ventilating, plumbing and air conditioning; store and yard equipment.

Building Materials, Supplies and Services

Ranch House Fencing

Ranch house owners with large lots and valuable plantings will welcome Old English post and rail fences. They give protection plus privacy, yet are not too much of a barricade to next-door neighbors. Upkeep is no problem, as fencing may be painted or left to weather naturally. Available in 2, 3, 4 or 5 rails, Old English fences may be of the traditional hurdle type or close woven screens (cedar) for complete privacy. Write Wood Products Co., Phillips Ave., Toledo, Ohio.

New DuPont Killer

CMU Weed Killer, newest of DuPont's chemical herbicides, kills all plant growth when applied at rates of from 20 to 80 pounds per acre (rate dependent on the density and type of growth present). In some areas, a single application is still keeping plant life under control after more than 22 months. From the standpoint of safety and freedom from liability claims, CMU comes close to the ideal in a weed killing material. It may be applied in areas frequented by livestock. It does not create a combustion problem when dried on foliage or clothing, as do some of the older herbicides. It is non-volatile and does not tend to damage crops or valuable shrubbery unless their root systems extend into the sprayed area. Write E. I. DuPont & Co., Wilmington, Del.

Colors for Woodtex Shingles

In keeping with the increasing trend to color, Certain-teed has recently added two new pastel blends and two new two-tone blends to its line of Woodtex asphalt shingles. They are pastel green blend and pastel blue blend, two-tone green and two-tone black. Woodtex Shingles are also made in green, gray, brown and red blends. Woodtex asphalt shingles are especially designed to give a realistic grained pattern on the

IT'S *Ideal*

SINCE 1888

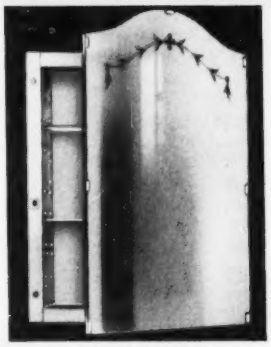
THE BEST CABINET LINE TO CARRY

Ideal FOR BATHROOM BEAUTY
Ideal FOR BETTER VALUES
Ideal FOR GREATER PROFITS

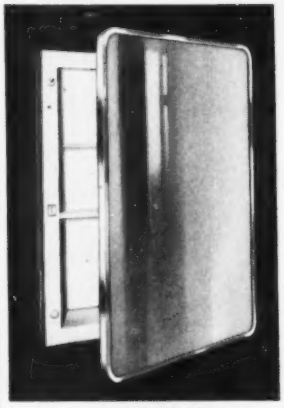
SPECIAL LOW PRICED
Model "RC-DS"

Here's the most popular and fastest selling cabinet in the entire IDEAL line. An exceptional value of IDEAL dependable quality, offering features of the finest cabinets made!

A Big Profitmaker with Fast Turnover



Model "RC-DS"



Model "DF-SS"

ECONOMICALLY PRICED
Model "DF-SS"
Stainless Steel Rim

Outstanding bathroom beauty and high quality utility is built into model "DF-SS" recess type cabinet. Stainless steel mirror rim gives safe, sturdy door construction. Here's another IDEAL cabinet favorite . . . economically priced for faster turnover and greater profits.

OUTSTANDING FEATURES OF "RC-DS" AND "DF-SS"

Chrome spring, rod, and ball door check • Quality bullet type door catch • Heavy gauge welded cabinet • Chrome plated tooth brush holder • Non-yellowing baked-on white enamel • Razor blade slot Full length chrome plated piano hinge • Bulb edge glass shelves

STYLE, QUALITY AND ECONOMY SINCE 1888

Ideal Cabinet Corporation has been a leader in bathroom medicine cabinet design for many years. Distributors and dealers from coast to coast sell the IDEAL line for better values and greater profits.

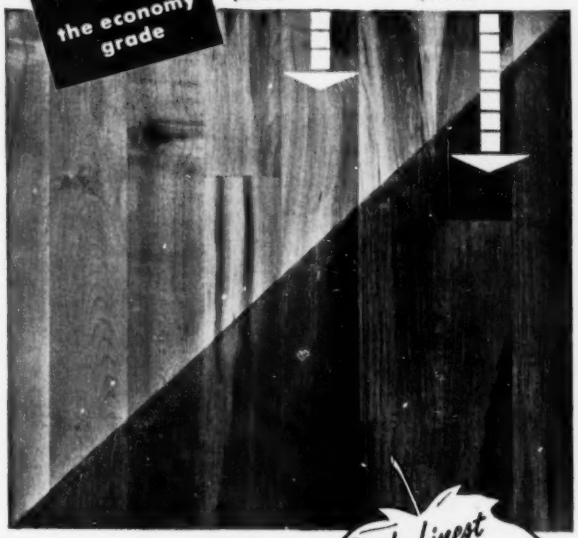
WRITE TODAY—FOR ILLUSTRATED CATALOG AND PRICE LIST

IDEAL CABINET CORPORATION
Division of DesLauriers Column Mould Co.
7722 JOY ROAD • DETROIT 4, MICHIGAN

"thrifty" third
the economy grade

TOP HALF
Third Grade MFMA Northern Hard Maple finished with natural penetrating seal, for full effect of interesting grain pattern.

LOWER HALF
Same strips finished with combination stain and sealer—note how the varied tones are blended beautifully in the one operation.



the finest floor that grows

NORTHERN HARD MAPLE *finished bright or subdued, its charm far outshines its thrifty price!*

These are *modernization times* . . . and you'll find it'll pay you well to stock Northern Hard Maple, Beech and Birch Flooring—available now in all grades. "Thrifty" Third Grade (pictured above) is an especially good proposition for home floor replacements—for defense housing—for industrial, commercial and military construction. **MFMA** strict grading rules assure sound, long-lasting flooring in this fine-looking *economy* grade, at prices that will bring you a good volume of profitable business. Special **MFMA** leaflets, with full facts about Second and Third Grades. Write—

MAPLE FLOORING MANUFACTURERS ASSOCIATION
Suite 584, Pure Oil Bldg., 35 East Wacker Drive
CHICAGO 1, ILLINOIS

FLOOR WITH *NORTHERN* HARD MAPLE
BEECH AND BIRCH

roof. The graining is created by applying additional layers of asphalt and mineral granules on the shingle base. The built-up ribs that result from this construction not only produce the graining but reinforce the shingle, giving it added strength, rigidity and weight. Certain-teed's Woodtex asphalt shingle is extra heavy—approximately 250 lbs. per square, so that it lays flatter on the roof and has greater wind resistance. The extra thickness also protects Woodtex from scuffing during application. Write Certain-teed Products Corp., 120 East Lancaster Ave., Ardmore, Pa.

Bradley Straight Line Flooring

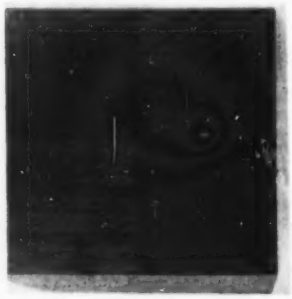
Flooring strips that match perfectly end to end, no nailed-in tension to cause buckling, quick and easy installation — these are the features of Bradley's exclusive straight-line flooring. Every Bradley strip is as straight as a plumb line from end to end. Special saws are used to rip out strips on exactly parallel lines. Crooks are eliminated at the outset, and each strip stays straight from the time it leaves the machine until it is installed in the floor. Write Bradley Lumber Co., Warren, Ark.

Zonolite's New Concrete Mix

The strength of sand and the insulation of vermiculite are combined in vermiculite-sand concrete, the mix recently introduced by Zonolite. It is used in grade level floors, as fill over structural floors, and for floor slabs over closely-spaced joists. The mix is a base for tile, carpeting, terrazo, and other floor coverings, and eliminates the need for toppings usually applied over light weight concrete. Specifications for vermiculite-sand concrete are one bag of Portland cement, ¾ bag of Zonolite vermiculite stabilized concrete aggregate, two cubic feet of sand, and 10 U. S. gallons of water. Write Zonolite Co., 135 South La Salle St., Chicago, Ill.

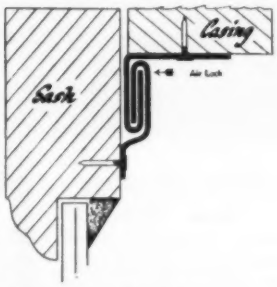
Multi-Duty Roof Deck Panels

Large, strong, job-proved Cemesto panels, consisting of core of Celotex cane fibreboard surfaced on both sides with cement-asbestos sheets, provide structural roof deck, thermal insulation, and finished ceiling all in a single-thickness material. Ideal for ranch-type home construction. A unit covers up to 32 sq. ft. of roof area. Better than 1600 sq. ft. of deck can be applied per man per day, quickly providing shelter for inside trades. Top side offers smooth deck for application of built-up roofing. The light gray, fire-resistant cement-asbestos surface makes an attractive interior finish, without added expense for the usual ceiling and future maintenance. With job-proved methods, Cemesto panels may be applied over steel or wood beam construction with ease and speed. Write The Celotex Corporation, 120 S. La Salle St., Chicago 3, Ill.



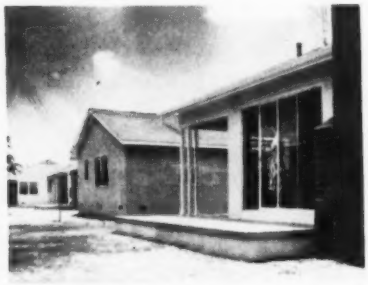
Gothic Oak Flooring

With the introduction of Gothic Oak ready-finished hardwood flooring, Parkay, Inc., believes that it has the solution to the problem of wood flooring over radiant-heated slabs. Gothic Oak is said to be the most stable of flooring woods. Water immersion tests to determine relative swelling show that the coefficient of change of Gothic oak is only one-half that of quartered oak and one-quarter that of plain oak. Such results would indicate that Gothic oak flooring is capable of withstanding alternate periods of dry heat and excessive moisture with minimum dimensional change. Once the concrete is dry, the Gothic Oak flooring is applied directly to the subsurface with Parkay Adhesive. Once in place, the floor is ready for immediate use. Gothic Oak is a durable wood of unusual beauty. Its rich, seasoned, brown color extends throughout the full thickness. Factory finishing protects and accentuates this natural beauty. The flooring is available in two sizes—8" x 8" units and 12" x 12" units made up of four 6-inch sections. Both units are $\frac{5}{16}$-inch thick and have beveled edges. Write Parkay, Inc., 5000 Crittenden Drive, Louisville 9, Ky.



E-Z-ON Weatherstrip

E-Z-On rustless, all-metal interlocking weatherstrip is available in three different sets to fit various double-hung windows. It can be applied without rabbeting or dismounting the sash. A special Air Lock compensates for expansion or contraction of sash and prevents rain from entering. Sash cords can be replaced easily by removing E-Z-On. Write Robert N. Baltz & Co., Inc., 1009 Harvard Terrace, Evanston 23, Ill.



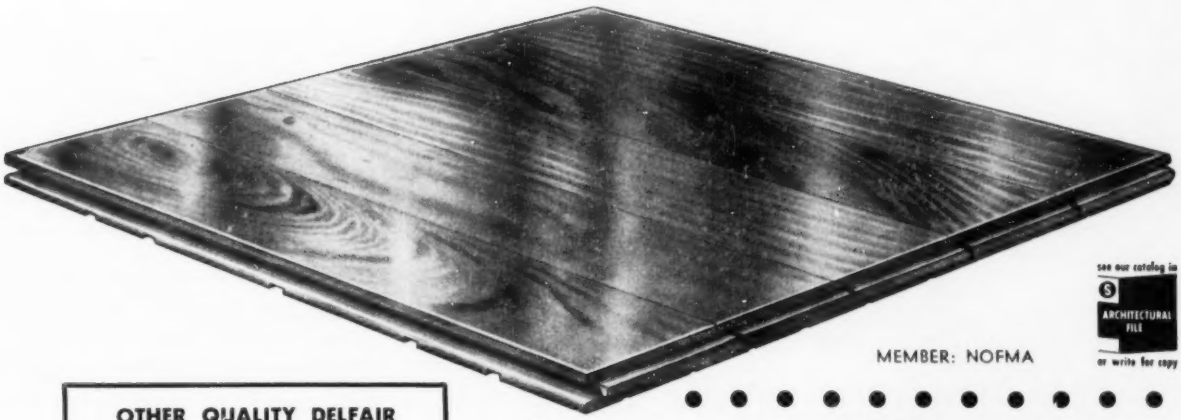
Sliding Glass Doorwalls

New low-cost sliding glass doorwalls in stock sizes and models has been announced by Steelbilt, Inc. The new product, known as "Panorama" is priced and engineered primarily for builders of quality bargain homes who wish to include the indoor-outdoor living theme as an important design and selling feature. All Panorama styles and sizes are also available with "Thermo-glaze" as an economical dual glazing solution to thermal comfort problems. "Thermo-glaze" is a patented Steelbilt development

This is the NEW

DELFAIR *Multi-Wood* BLOK FLOOR

- A HARDWOOD BLOCK designed especially for extra economy—that's the new DELFAIR MULTI-WOOD BLOK FLOOR.
- MULTI-WOOD BLOK FLOORS are made from selected mixed hardwoods which have been prefinished at the factory for extra durability and beauty.
- DELFAIR MULTI-WOOD BLOK FLOORS are made in one grade only—No. 1 Common and Better.
- IDEALLY SUITED for installation in housing projects, apartments, office buildings, stores, schools, institutions, as well as in large and small homes.
- AVAILABLE IN THE FOLLOWING SIZES: 9 x 9 inches, $7\frac{1}{2}$ x $7\frac{1}{2}$ inches and $6\frac{3}{4}$ x $6\frac{3}{4}$ inches, with a thickness of 25/32 inches, and in 8 x 8 inches, 9 x 9 inches, and 10 x 10 inches in $\frac{1}{2}$ inch thickness.



MEMBER: NOFMA

see our catalog in S ARCHITECTURAL FILE or write for copy

OTHER QUALITY DELFAIR FLOORING PRODUCTS:

Standard Strip
Oakblok
Plank
Prefinished
Square Edge Strip

D. L. FAIR LUMBER COMPANY
Louisville, Mississippi

Please rush me complete information about the new DELFAIR MULTI-WOOD BLOK FLOORS.

NAME _____

ADDRESS _____

_____

to permit dual glazing on the job with controlled dehydration of the sealed air space. Local glazing by the "Thermo-glaze" method brings insulating double glass within the merchandising means of tract home developers. Write Steelbilt, Inc., 4801 E. Washington Blvd., Los Angeles, Calif.

Arborite Counter Top

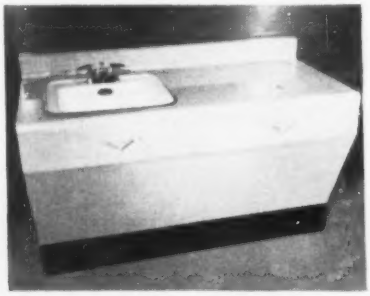
Arborite is a decorative laminated plastic panel of wallboard thickness. It is an ideal surfacing material for on-the-job application of walls and counter tops. No pressure is needed; the waterproof adhesive holds without it. Arborite has the conventional lip-type moldings and is available in over 50 colors and patterns. Like other decorative plastic laminates, it is highly resistant to wear and abuse. Write J. A. Davies & Co., 314 Straight Ave., S. W., Grand Rapids, Mich.

New 16" Hardboard Panel

A light, natural colored tongue and groove hardboard panel is 16" wide by 8' long. The first such hardboard panel to be introduced to home builders, it is known as Tee-N-Gee panel and was made possible through the development of special equipment designed by company engineers. The panels may be sawn, planed, drilled, nailed, stapled or glued in place and applied either vertically or horizontally for a variety of designs. They may also be curved for rounded corners or for special decorative effects. The panels are nailed or stapled along the 3/8 inch tongue and are covered over by the joining panel so they do not show. Having a smooth, hard surface, paint is applied evenly and smoothly while some will prefer to leave the panels in their natural light color and wax them. Write Forest Fiber Products Co., Forest Grove, Ore.

Colored Careystone

Color-Sealed Careystone asbestos-cement siding, Miami-Carey all plastic cabinets, Fire-Guard blankets completely enclosed with a fire-resistant vapor barrier, and a more flexible asbestos-cement board are among the new products announced by the Philip Carey Mfg. Co. Careystone is resistant to moisture, dirt, grime and stains. Available in Greentone, Graytone, Browntone, Coraltone and sparkling white this siding will not burn, rot, rust, warp or shatter, and it is termite-proof. All the protective advantages of the Carey Fire-Guard batt are now available in blankets also. The mineral rock wool is completely encased in a fire-resistant vapor barrier giving greater fire safety to the home. Write the Philip Carey Mfg. Co., Cincinnati 15, Ohio.



New G. E. Monotop

G. E.'s Textolite, famous high pressure, laminated plastics surfacing, is now being marketed in a one-piece seamless countertop for kitchens and bathrooms. Shipped in standard 6-foot lengths, Monotop is normally 1/16" thick and 25" wide, has a curved backsplash and no-drip lip, is bonded to batten strips that eliminate plywood backing. Except for sink frame, no chrome trim is needed for Monotop. Where a corner section is needed, two pieces of Monotop may be mitered. It is available through authorized distributors in five colors—red, yellow, green, gray, and blue—in the exclusive G. E. Cross-Current pattern. Write General Electric Company, Chemical Div., Pittsfield, Mass.

New Gold Bond Booklet

National Gypsum Company has commenced distribution of a new booklet, "Remodeling Magic—Some Tricks You Can Do With Gold Bond Gypsum Wallboard," through its lumber and building materials dealers. The four-color booklet gives ideas for remodeling of basements, attic rooms for children, attic apartments, interior partitions and application instructions so that the homeowner may do the remodeling himself. For copies write National Gypsum Company, Buffalo 2, N. Y.

New Chrome-Tex Siding

The deep-grained texture and rich colors of costliest sidings are combined with the rock-like ruggedness of asbestos-cement in Asbestone's new decorator-styled Chroma-Tex siding shingles. Selling at the same economy price as Asbestone's regular line of siding, Chroma-Tex shingles offer architects, builders and individual home planners new opportunities to follow the nationwide trend toward exterior color and bring about true "decorator harmony" of roofs and sidewalls. Produced in five appealing colors, Chroma-Tex siding is two-toned — dark in the valleys, lighter on the ridges—for a natural-looking "weathered" appearance. Fireproof, weatherproof, rot-proof, termite-proof, Chroma-Tex requires no painting, no preservative treatment, no maintenance of any kind. Write Asbestone Corp., New Orleans 15, La.

Fleetwood DOOR

scores another first

with these NEW GARAGE SELLING-BUILDING SHEETS for your customers . . . to help you sell the whole garage.

These beautiful new copyright 4-page folders are the most complete, the most useful and the most helpful ever produced for this purpose.

They help you sell the *whole garage*—not just the door—and they show your customer how easily he can build his garage, himself, in his spare time, save all of the cost of labor and get a beautiful garage with a modern Fleetwood Door.

Every detail is illustrated with cut-away drawings on which every part is labeled. Every dimension is shown. The material list is complete to nails and paint—and you can change it to suit individual circumstances.

This is another of the services Crawford supplies to make Fleetwood the COMPLETE door package that includes EVERYTHING but the headaches.

Only Fleetwood gives you all Six Selling Services—

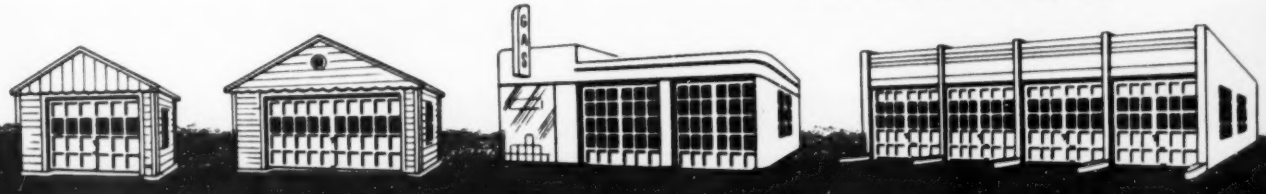
1. ARCHITECT'S SPECIFICATION SERVICE when you need it.
2. COMPLETE LINE—residential and industrial, 8' x 7' thru 12' x 12'.
3. FAST DELIVERY from local service warehouses.
4. INSTALLATION and SERVICE CREWS when you need them.
5. MAGI-COTE DIP (optional, extra) seals wood against moisture, termites, fungus.
6. NATIONAL ADVERTISING and local sales helps.

Write *for sample copies of our new Garage Selling-Building Sheets and more information about making money with Fleetwood Doors.*

Crawford Door Company

103-401 St. Jean • Detroit 14, Michigan

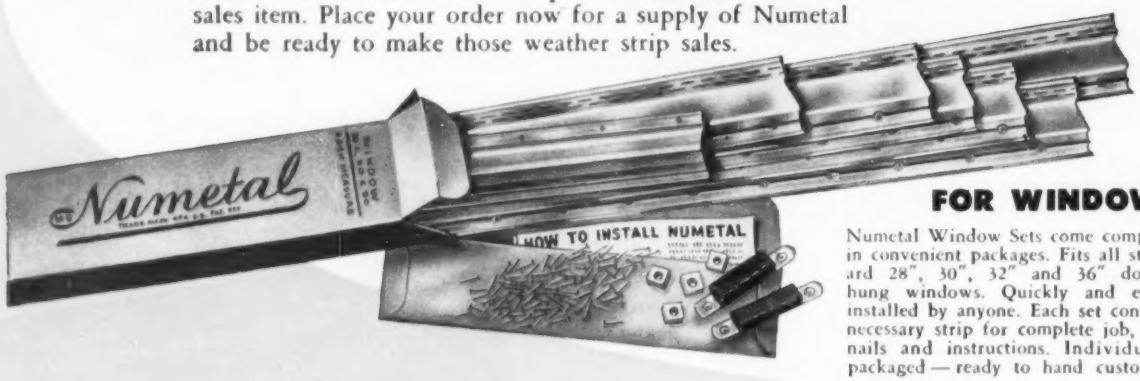
Service warehouses in 79 major cities.



Fleetwood Door MODEL FR (Single Car) | Fleetwood Door MODEL FT (2 Car) | Fleetwood Door COMMERCIAL MODEL | Fleetwood Door INDUSTRIAL MODEL

For 30 Years America's

An old friend, and a leader in weather strip sales for 30 years. Conveniently packaged in sets for windows or doors in individual cartons. A perfect over-the-counter sales item. Place your order now for a supply of Numetal and be ready to make those weather strip sales.



FOR WINDOWS

Numetal Window Sets come complete in convenient packages. Fits all standard 28", 30", 32" and 36" double hung windows. Quickly and easily installed by anyone. Each set contains necessary strip for complete job, plus nails and instructions. Individually packaged — ready to hand customer!

Nu-WAY WEATHER STRIP

Easiest in the world to put on

Any clerk, regardless of experience, can sell Nu-Way Weather Strip! That's because any customer can put it on quickly and easily.

Nu-Way works perfectly on most any type window, storm-sash or door. Made of moth-proof, pre-shrunk, color-fast wool felt and white metal.

Yes, Nu-Way keeps out cold — saves fuel. And sells at a low price that really brings in sales!

This colorful, attractive display carton really sells the goods! Contains one individual 18 ft. roll of Nu-WAY, with sufficient nails and instructions for easy installing. Stock up today!

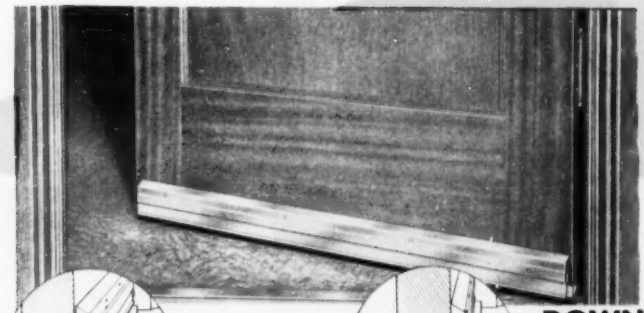
Mac says "Be prepared for COLD WEATHER SALES!"

ORDER NOW — *your order will be shipped same day received*

Leading *WEATHER STRIPS!*

FOR DOORS

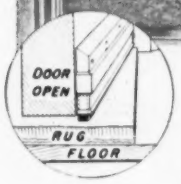
Numetal Weather Strip comes in handy sets for almost all standard doors. Available with regular stainless steel and felt door bottom strip, or with threshold and exposed hook. Easily installed — no special skill or tools needed. Comes complete. All ready to install.



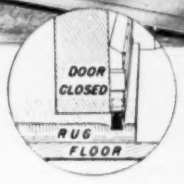
Nu GARD *Automatic*

DOOR BOTTOM & DRAFT ELIMINATOR

Show customers how it works, and this automatic door bottom sells itself. It's the perfect answer for all drafty doors — inside or outside! Completely solves the old problem of clearing rug or carpet every time door opens. Nu-GARD is beautifully designed with smart, silvery-satin finish and easily installed. Will not rust or tarnish. Furnished in 28", 32", 36", 42" and 48" lengths. May be shortened approximately 2". Packed in individual cartons.



UP
automatically when door opens
Felt bottom raises to clear carpets and rugs.



DOWN
snugly when door closes
Thick felt bottom now hugs floor to seal out drafts, noises, odors.

Numetal DOOR BOTTOM STRIP

Here's a fast-selling weatherproof item that is tops in the field! Made of thick, wool felt and heavy gauge stainless steel. Furnished in standard lengths — 28", 30", 32", 36", 42" and 48" — packed ½ dozen same length to carton. Also furnished in special lengths.

MACKLANBURG DUNCAN CO.
MANUFACTURERS OF
QUALITY
BUILDING SPECIALTIES

MACKLANBURG DUNCAN CO.

OKLAHOMA CITY, OKLAHOMA

Simpson Hardboard

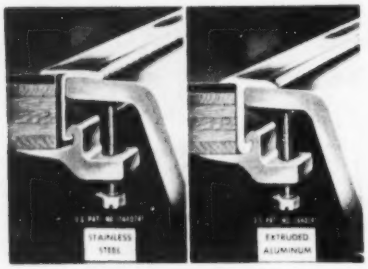
Builders and homeowners find Simpson Allwood Hardboard easy to work with ordinary tools and economical too. Available in Standard and Hardtemp varieties in 4 thicknesses (1/8" to 5/16"), this material has extensive applications in building and manufacturing. Its hard-wearing, smooth surface takes paint well, resists acids and alcohol. Write Simpson Logging Co., 1065 Stuart Bldg., Seattle 1, Wash.

Marlite Promotion

A new campaign to help dealers throughout the United States promote Marlite plastic-finished wall and ceiling panels for spring building and remodeling has been announced by Marsh Wall Products, Inc. This complete, integrated program is designed to reach both the commercial and remodeling markets, and help the dealer sell the "do-it-yourself" idea to homeowners. Included in the program are stuffers featuring full color photos; color folders describing new Hi-Gloss and Woodpanel; display material including colorful window banner, three-dimensional counter card, with handy holder for counter use; ad mats with dealer tie-ins; national advertising in many consumer and trade magazines. Write Marsh Wall Products, Dover, Ohio.

Carpenter Aprons

Troy Carpenter Aprons keep your name before the public—are a constant reminder of your business. The aprons are printed in four colors on both bib and pockets, making a really attractive advertisement for lumber dealers. Nine stock cuts are available for use on bib while four stock cuts can be used on pockets. These in addition to your own name and address in 2-color printing make them the best of the better aprons. Standard Troy Aprons are all red-thread reinforced and come in white duck. Colored duck and special designs on bibs can be handled. Write Troy Sunshade Co., Troy, Ohio.



Sink-Lok in Two Metals

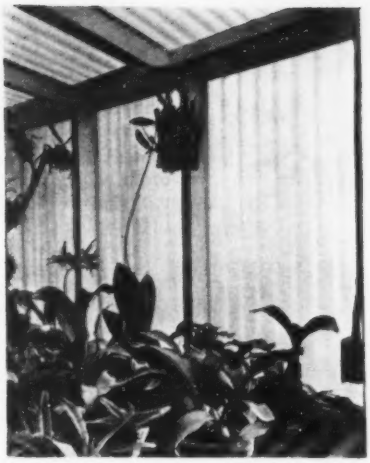
Both extruded aluminum and stainless steel sink frames are now being offered by the B & T Metals Co. The aluminum frame is adaptable to both round and square-cornered sinks. Stainless steel square-cornered frames are not yet available because of production costs, but they may be in the near future. Sink-Lok frames are easy to install, have a clamp-down construction which is growing more popular with builders everywhere. Write B & T Metals Co., Columbus 16, Ohio.

New Neoprene Latch

For use on screen and cabinet doors a new neoprene Leco-Flex latch is announced by the Laboratory Equipment Corp. Packed in attractive counter display cartons for dealers, the new latch is said to last indefinitely, is silent and has no moving parts. Two screws hold latch to shelf or jamb, are fitted in slots for easy tension adjustment. Unlike rubber, neoprene latch lasts without showing signs of checking or loss of flexibility. Though primarily for wood cupboards and cabinets, latch can be adapted to metal too. Write Laboratory Equipment Co., St. Joseph, Mich.

Malarkey Shadowood

Shadowood is a textured surface redwood plywood from which a large part of the soft portion of the grain has been brushed. It has no splintered or ragged surface but rather a rounded, lightly polished, considerably harder face. The 1/4" or thicker panels have a natural warm redwood tone and lend themselves to a wide choice of finishes. Finishes will respond in a better than usual way with Shadowood due to the fact that some of the soft grain is left on the face. This allows panels to display more color and variance of tone when stains or enameloids are applied. The paintability normal to redwood plywoods is retained in Shadowood and the new product works well in single or two-color paint finish. Write M & M Woodworking Co., 2310 N. Columbia Blvd., Portland, Ore.

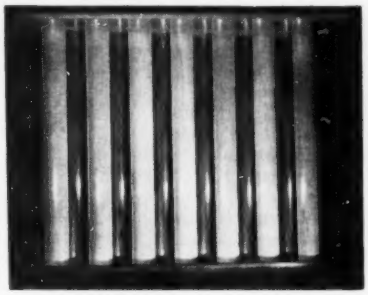


Alsynite Greenhouses

Already used in a wide variety of structural and decorative applications, Alsynite was subjected to rigid inspection during the past four years at Santa Barbara, Cal., to determine its value in commercial and home greenhouses. Alsynite's impregnation with fiber glass results in a favorable diffusion of transmitted light, reducing shadows and giving a very even illumination. It does not induce leaf-burn, even in cases of very tender growth. It can be nailed directly to a wooden or stran-steel framework—all millwork and puttying are eliminated. This means big savings on both material and labor costs. Write the Alsynite Co. of America, 4670 De Soto St., San Diego, Calif.

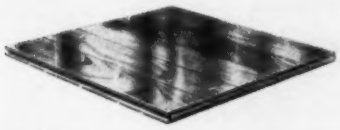
Durall Tension Screen

Faster installation, greater convenience and more eye appeal, are features of the new and improved Durall aluminum tension screen. The new screen (which differs from the conventional wood screen in that it has no side frames and is put up from inside the house) features two side clamps which lock the screen into place at the bottom with two flicks of the finger. The clamp, which is on the screen itself, eliminates hardware on the window sill. Durall now has an improved top bracket. The entire screen can be put into place and secured from the inside in 7 seconds. Despite the fact that Durall is lighter than conventional screens, is rust-proof, lasts longer and never needs paint, its original cost is lower than conventional screens and there is no upkeep. Write New York Wire Cloth Co., New Canaan, Conn.



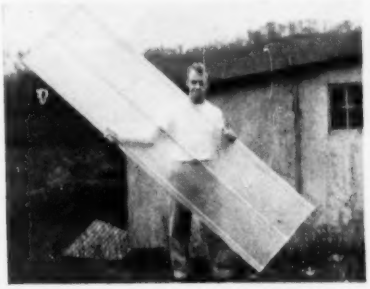
Kalwood Plywood Moldings

Kalwood cove moldings are beautifully molded plywood sections available as standardized items for use in modest quantities by the building trades. Of five-ply, ¼" construction in 8-foot lengths, Kalwood moldings are available in maple, birch, oak, walnut and korina. Circle cove has a 2¾" radius, while sharp angle cove has an inside radius of 1¼" and forms a right angle. Both are excellent for interior trim, especially where plywood paneling is used. Shipped in tubes of 80 lineal feet, Kalwood moldings are bonded with special water-resistant synthetic resin glues. Write Keller Products Inc., 41 Union St., Manchester, N. H.



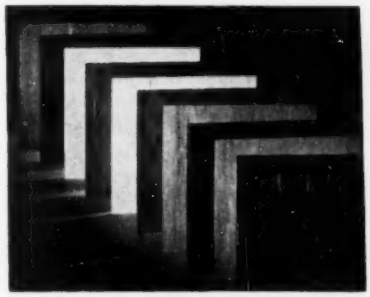
New Delfair Blok Floor

The new Delfair Multi-Wood Blok Floor, made from selected mixed hardwoods, is designed especially to give architects, builders and homeowners an attractive block floor at unusually low cost. Prefinished at the factory for extra durability and beauty, Delfair Multi-Wood Blok Floors are made in one grade only—No. 1 common and better. A wide choice of sizes is available: 9 x 9 inches, 7½ x 7½ inches and 6¾ x 6¾ inches, all with a thickness of $\frac{33}{32}$ inches, and in 8 x 8 inches, 9 x 9 inches and 10 x 10 inches in ½ inch thickness. Architects and builders will find Delfair Multi-Wood Blok Floors ideally suited for installation in housing projects, apartments, office buildings, stores, schools and institutions, as well as in large and small homes. Write D. L. Fair Lumber Co., Louisville, Miss.



New 5-V-Crimp Resolite

In addition to the standard corrugated and flat panels of translucent Resolite, the Resolite Corp. announces a new product, Resolite 5-V-Crimp. This is a roofing and siding material especially designed for factories, warehouses and farm buildings, where the need for daylight is often great. It meshes with standard metal 5-V crimp sheets, is shatterproof, unaffected by weather extremes. It can be cut, nailed or installed with bolt or screw. It is available in eight standard colors. Write the Resolite Corporation, Zelienople, Pa.

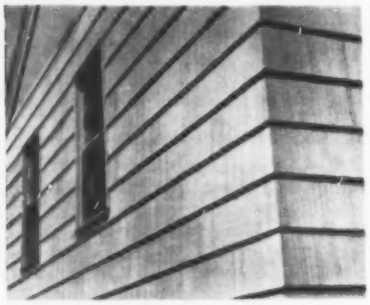


Fremont Vinatile

The Fremont Rubber Co. announces a new tile line, Vinatile, which has a matching counter top material, Vinatop. Vinatile comes in 6" x 6" or 9" x 9" individual tile, while Vinatop comes in rolls. Both are of tough bright plastic over a felt base; do not stretch or shrink. Fremont provides dealers with ad mats and tie-in advertising on a national scale. It also stresses over the counter sales and supermarket merchandising with kits containing Vinatile and Vinatop, tile adhesive, tile paste, and Vinacove—all directed at the do-it-yourself market. Write Fremont Rubber Co., McPherson Highway, Fremont, Ohio.

Confetti Party Pack

Inspired by the Colonial custom of paint-spattered floors, Confetti is fortified Matico asphalt tile in a high-spirited pattern of dots and dashes of color on nine solid color backgrounds. It is available in 9 x 9-inch tiles of 1/8-inch and 3/16-inch thicknesses. Since Confetti asphalt tile represented a sizeable percentage of Matic Tile Corporation's west coast production at its Long Beach, Calif., plant for the past year, Confetti "party" packages are now going out to the trade in the west in appreciation for the acceptance of the product in that section of the country. Matico dealers, coast to coast, can tie-in locally with the company's fast-paced national advertising through the use of Matico Confetti Merchandising Aids Kits, which include admat services, window streamers, counter display color charts, radio commercials, newspaper publicity releases, unusual consumer folders, ad reprints and decals. Write Mastic Tile Corp. of America, P. O. Box 1151, Newburgh, N. Y.

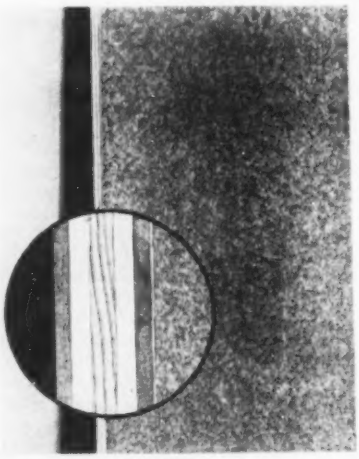


Ruberoid's Shadowedge

Shadowedge is a new tapered asphalt double coursing strip (size 12" x 36"), approximately 1/16" thick at the head and 5/16" at the butt, which has a rich deep-shadow thick-butt appearance so desirable for shingled sidewalls. In addition to creating improved sidewall appearance, Shadowedge is essentially an asphalt weather strip, providing both added insulation and more effective protection against weather. It may be applied over any type of board lumber, plywood, gypsum, fibre board or other form of sheathing material. While designed primarily for use with asbestos-cement siding, it may be used with any other type of shingled or lapped siding. Write The Ruberoid Co., 500 Fifth Ave., New York 36, N. Y.

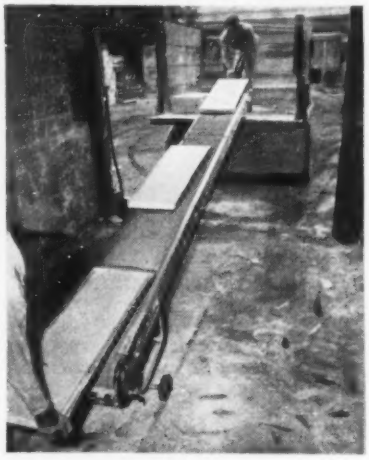
Balsa Core Stock

For use in solid core flush doors, furniture panels or desk tops, kiln-dried Belcobalsa core stock is said to be unsurpassed for lightness and warp resistance. Stock comes to users ready to glue and is dressed, trimmed and ripped exactly to end specifications. It saves time, labor and lumber on panel manufacture. Belcobalsa is produced in Ecuador and shipped to this country for exclusive use in panels. Write Balsa Ecuador Lumber Corporation, 500 Fifth Ave., New York 36, N. Y.



New Masonite Product

Masonite Corporation has announced Presdply, a special panel with faces of Presdwood over a plywood core, as an addition to its line of products. Manufactured in accordance with specifications for Plyron, the hardboard-faced plywood introduced a year ago by the Douglas Fir Plywood Association, Presdply will receive the complete backing of Masonite's sales organization, with supporting literature and promotion, according to Paul B. Shoemaker, vice-president in charge of sales. Presdply is available in 4'x8' panels in thicknesses of 1/2", 5/8" and 3/4", and in two interior and two exterior grades. The difference in the grades in each instance lies in the surface toughness. Prices are comparable with those of Plyron. As described by Mr. Shoemaker, Presdply combines the outstanding features of Presdwood and plywood. It has the surface characteristics of Presdwood—hardness, smoothness, wear resistance, paintability and moisture resistance—plus the structural qualities of the thicker plywoods. Write Masonite Corporation, Box 777, Chicago 90, Ill.



Mechanical Stevedore

The Aluminum Stevedore is an easy-to-use conveyor that speeds up material handling in wholesale and retail yards. It is economical to own and operates from a standard electrical outlet. Belt travel can be reversed with the mere flick of a switch. It can be rolled around by one man and comes in a wide choice of widths, lengths and belts for those hard-to-get-at balcony bins. Pitch is adjusted by placing the head end of the unit on a truck, tailgate, loading dock or stack. Write the Rapids-Standard Co., Inc., 144 Trowbridge NW, Grand Rapids, Mich.

New Jamb Reveal System

A superior method of finishing door and window openings has been developed by Beade X. With this special reveal stock, the wood jamb

WHY WASTE $ MOVING RR CARS BY YESTERDAY'S METHODS!

Takes only one man—any man—with a *SILENT HOIST Electric-Driven Capstan Car Puller*, to move 1 to 20 cars bulging with building supplies! No groaning, no sweating, no back-breaking...no injuries, no truck breakdowns, no downtime losses! Engineered to work in the worst weather, heat, or cold, it serves for *years and years* without oiling or other attention... and it costs so little! You'll be amazed how it boosts production and profits. You'll wonder how you ever got along without it. Join the hundreds of users who swear by the *SILENT HOIST* Car Puller. *Write today for Bulletin No. 64A.*

SILENT HOIST & CRANE CO., 8603 63rd ST., BROOKLYN 20, N.Y.

Facilities to Serve You

DRY KILNS—20 Tracks of Latest Moore Design. Capacity 1 million feet per charge.

DRY SHEDS—Ample Storage Adjacent to Carline Means Dry Lumber for you.

DRY LOADING DOCK—Can Load 19 Cars Under Roof. Assures you quick Shipment Regardless of Weather.

THERE IS NEVER A LET DOWN IN OUR QUALITY-PRECISION MANUFACTURE

The Ralph L. SMITH Lumber Company

ANDERSON, CALIF.

Mills at Anderson & Canby, California
Sales Office: Anderson, California

DOUGLAS FIR

This strong, tough, straight-grained softwood is a first choice for any lumber use where unusual strength, stiffness, load-bearing capacity and nail-holding power are important. Popular, too, for paneling and interior trim and cabinetwork.

One of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

THESE ARE THE WESTERN PINES

IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR
WHITE FIR • ENGELMANN SPRUCE
INCENSE CEDAR • RED CEDAR
LODGEPOLE PINE

Write for free illustrated book about Douglas Fir. Address: Western Pine Association, Yeon Building, Portland 4, Oregon.

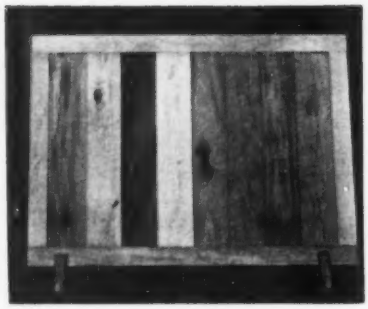
becomes an integral part of the wall, giving adequate bond and strength to absorb sudden jars and shocks of door closings. Slot 3/8" deep is sawed in jamb stock with clearance allowed for butts and striker plates. Joint cement is applied to both sides of short tape wing. Wing is folded inward, reveal stock inserted in slot, excess cement forced out. Skim and finish coats are applied to wall. New product is engineered to allow for expansion-contraction variance of metal and paper. Write Beade X Sales, Inc., 4615 Eighth Avenue N. W., Seattle 7, Wash.

New Concrete Form Ties

Gates one-piece combination tie and spreader is made of twisted wire with a loop at each end. Steel rods are dropped through these loops down each side of the form, assuring both foolproof fastening and perfect spreading. Available in standard sizes from 6 to 60 inches, the form tie may be used with any type of form—sheathing or panel. Gates ties permit easy assembling and dismantling. Only at joints, where two boards come together, are upright 2 x 4's required. Instead of hand wiring around the 2 x 4's as previously required, steel rods are slipped into place through the loops of the ties, and the spreaders replace the old fashioned wood spreader. Ties are easily placed as the forms are erected and are then secured by the steel rods that slip through loops provided for that purpose. Write Gates & Sons, 80 South Galapago, Denver, Colo.

New Booklet

Efficiency-tested for faster, more economical invoicing the Remington Rand Printing Calculator and Electri-conomy Typewriter with 10-Key Decimal Tabulator have been teamed for more profit through reduced office expenditure. A new booklet, "Paired to cut Invoicing Costs," tells how you can save up to 70% on your machine investment and 10% and more on operating costs. For your copy request booklet No. C253, write Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y.



New Display Panels

A new and more effective way to display and sell wood paneling is provided by special display panels produced and sold by the Veneer Lumber & Plywood Co. The firm has produced three separate 2' by 3' panel displays. They can be moved about the dealer's display room, mounted, or put on a self-supporting stand. They can also be carried outside right to the builder or prospective buyer, or to the job. Each panel contains eight different types of woods stocked by Veneer. Panel No. 1 is on "character-marked" domestic woods; Panel No. 2, the medium-priced, clear domestic hardwoods; and Panel No. 3, fancy domestic and foreign hardwoods. These panels are not plywood—but solid paneling woods. Each panel is finished in attractive natural stain finish; each wood is identified; and each panel is a complete, portable and easy-to-handle merchandising display. Write The Veneer Lumber & Plywood Company, 2637 South Throop, Chicago 8, Ill.

Pine Booklet for Paneling

The Arkansas Soft Pine Bureau announces its new booklet, "Which Pine for Paneled Walls," in answer to the growing popularity of pine paneling. Arkansas Soft Pine comes in random widths with edges slightly rounded, is especially attractive when used for paneling dining rooms in a Dutch Colonial design. Included in the booklet are work sheets giving design data on various pine patterns. Also included are instructions on finishing. Write Arkansas Soft Pine Bureau, Boyle Bldg., Little Rock, Ark.

"I still don't believe you can make your own plywood!"

New Dealer Cartoon Service

Lil-Ad Features, Santa Ana Calif. advertising firm, has been preparing special cartoon advertising services for several years. It is now offering lumber dealers 156 cartoons for their advertising program. A dealer may purchase as few as 26 cartoons from the large selection. The cartoons pertain to many items of homey interest: remodeling, roofing, additions, new homes and many other things pertinent to the building industry. Also there are over 350 tie-in copy suggestions which go with the service. Drawn by the nationally known cartoonists Bob Barnes and Neal Janzen, these cartoons will add humor and selling punch to any advertising program. Write Lil-Ad Features, RFD 3, Box 150-A, Santa Ana, Calif.

114 Standardized Patterns

Standardization of 114 modern casing and base patterns by all Western Pine Association mills provides welcome news for retail lumber dealers in 1953. Plagued for years by a multitude of patterns, many varying no more than 1/16" from others, retailers have often found it difficult to reorder patterns to match existing installations. The recent standardization not only simplifies ordering by making identical patterns more generally obtainable but also modernizes the casing and base lines manufactured by pine producers. The standardized patterns are shown in full-size details in pamphlet G-22, published by the association in 8½ x 11" size punched for insertion in three-ring binders. For single copies — available without charge, write Western Pine association, Yeon Building, Portland 4, Ore.

There's Nothing Like It!

Not 1000° Not 1200°

NOW... the original

Sheffield

RED HOT

ALUMINUM PAINT

WILL WITHSTAND AT LEAST

1600°

OF HEAT

Sheffield . . . the LEADER . . . is often copied . . . BUT NEVER DUPLICATED . . . has now developed the most sensational aluminum paint! Continued research by our technicians has developed an EXCLUSIVE formulation for RED HOT that creates a FUSING ACTION that takes place when heat is applied resulting in a SMOOTHLY FUSED ALUMINUM SURFACE! GET THE BEST . . . get the NEW RED HOT!

GUARANTEED

- ★ To Withstand at Least 1600° of Heat
- ★ Not to Discolor
- ★ Not to Blister . . Peel Off . . Chip . . or Crack
- ★ Insoluble in Ordinary Solvents

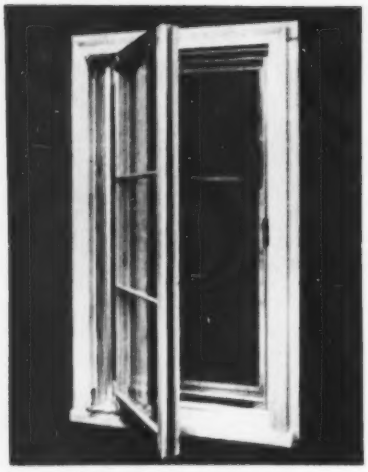
USE IT EVERYWHERE
Wherever EXTREME HEAT IS REQUIRED

- FURNACES and BOILERS
- OVENS and STOVES
- HEATING PIPES and CHIMNEYS

Sheffield Bronze PAINT CORPORATION

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF ALUMINUM PAINTS

CLEVELAND 19, OHIO

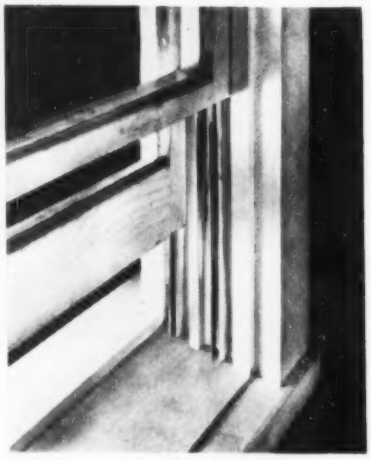


New Wood Casement

An improved swing-out casement has been announced by the manufacturers of the Bilt-Well line of woodwork products. It is a wood product, chemically treated according to NWMA standards. Sash are 1¾" thick and the frame is made from 1⅜" material, with exception of the sill, which is 1¾" thick. Kiln-dried Ponderosa Pine is used exclusively. The machining of the component parts is so uniform and accurate that the window is described as one of the few casement-types on the market today that can be shipped K. D. with the frame parts in convenient, easy-to-handle bundles. The sash are double glazed; consequently there is no need for additional window preparations for winter and summer. And, the homemaker can wash the outside of the glass while she stands inside. Write Carr, Adams & Collier Co., Dubuque, Ia.

Ladder Bracket

One of the most versatile pieces of mechanical apparatus on the contractor's equipment market is the new, improved Steadfast offset ladder bracket and scaffold support. Said to be the only combination bracket on the market, Steadfast is saving efficiency-minded contractors from high labor costs. Even the struggling home owner is saving himself from damaged gutters and a strained back. The newest feature of the Steadfast bracket is a double truss steel grip which transmits the load from rungs to rails. The entire bracket, of all steel construction, slips on any standard ladder in a matter of seconds. Thus, set-up and change-over costs are cut to a minimum. The offset feature of the ladder bracket protects against damage to gutters and cornices. Ladder rails are thus kept free from cornice members. Offsetting the ladder from the sidewall of a building allows mechanics to work under projecting areas and to install storm or screen windows, hang gutters, paint cornices, repair gutters, etc. Damage is prevented by and work speeded with the Steadfast offset ladder bracket. When used in pairs, the Steadfast bracket is an ideal scaffold support. The safety features embody rigid steel construction and electrically welded extended flange for steadiness. For details, write the Steadfast Equipment Co., 874 Franklin Ave., Thornwood, N. Y.



Weatherstrip-Sash Balance

Dura-seal Combination Metal Weatherstrip and Sash Balance is cut exactly to the pitch of the sill. The above photograph shows how this feature helps make a more attractive and efficient window. One of the newest and most important features of Zegers Dura-seal Combination Metal Weatherstrip and Sash Balance is the concavity of the jamb member, made possible through its manufacture in one piece. This concave back surface provides a flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions. Full jamb weatherstripping assures better weather protection, eliminates paint-stuck windows and improves window appearance. Write Zegers Incorporated, 8090 South Chicago Ave., Chicago 17, Ill.

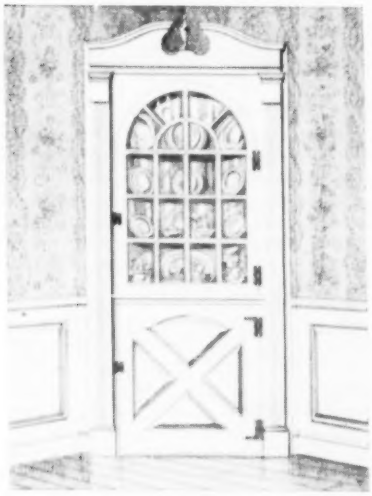
Parquet Paneling

Parqueted walls are no longer a luxury with new Parq-Wall, prefabricated paneling any homeowner can afford. Complete panels 46½" x 93" or 31" x 31" are assembled from 16" x 16" squares, tongue and grooved, ready for easy installation. Select ¼" plywood veneer panels are used exclusively, in a choice of six beautiful woods—Phillippine mahogany, oriental ash, walnut, birch, etchwood, or sketchwood. Assemblers match and alternate the wood grains, giving handsome, dramatic parquet patterns. Write Davidson Plywood and Lumber Co., 3136 E. Washington Blvd., Los Angeles, Calif.

Cuprinol in Pints

As a result of the great increase in week-end carpenters and their demand for wood preservatives, the Cuprinol Division, Darworth, Inc., announces the addition of a one pint can to its quart, gallon and larger units. Easily and quickly applied by brush, spray or dip, Cuprinol offers the homeowner protection against dry rot, termites and other wood-boring insects. Its water repellent characteristics also help prevent warping, shrinking and swelling. On plywood, Cuprinol improves the finish because it checks grain raising. Many dealers sell Cuprinol as a primer coat under paint because it effectively reduces blister-

ing, peeling and discoloration due to mildew. Cuprinol is described as the homeowner's protection against moisture and all the expense and headaches that moisture can cause. Write Cuprinol Division, Darworth Inc., 53 Maple St., Simsbury, Conn.



New Corner Cabinet

Gregg & Son, Inc., New England's oldest millwork house, is now packaging a colonial corner china cabinet—the only one of its kind to be assembled by homeowners. So unique is the assembly method that Gregg has applied for a patent on it. Any person with even a minor knowledge of tools can assemble this unit in less than an hour, it is claimed. Made of Ponderosa pine, the unit is fully machined, sanded and semi-assembled. Walls of room serve as sides of cabinet. Shelf cleats are eliminated through use of skeleton uprights. Write Gregg & Son, Inc., Nashua, N. H.

Ford Built Homes

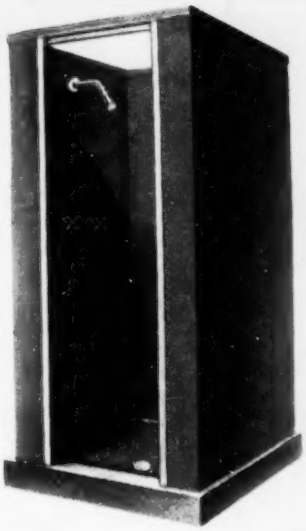
Ivon R. Ford, Inc., McDonough, N. Y., is now producing factory-built homes that are sold and erected by dealer-builders within a 600-mile radius of that area. Ford homes include the following: hardwood floors factory applied, sanded and finished; wall sections complete with wiring, insulation, windows and doors—with nailed and glued wallboard on both sides of section; partitions; ceilings; roofs and gables ready to be set in place as soon as ceilings are installed. Complete delivery time and erection is less than 75 man hours. Manufacturing franchises are available beyond the 600-mile radius. Write Ivon R. Ford, Inc., McDonough, N. Y.

Mahogany for Modern Mood

Philippine mahogany is rapidly becoming more popular in setting the modern mood, inside as well as out. Available in either light or dark red, Philippine mahogany is strong in comparison to its weight, with medium density and hardness. Machining and finishing properties are excellent, luster high, texture fine and uniform. It is reportedly durable in situations causing decay in other woods. Dark red types are a rich colored russet; light red types a delicate tawny shade. Its weight, kiln dried, is about 3½ lbs. per board foot. Write the Insular Lumber Co., 1405 Locust St., Philadelphia, Pa.

Marked Mason Line

The new "Tru-Line", an elastic Marked Mason Line, automatically establishes head joints and openings. Because it is elastic, it is extremely helpful in laying out bond and eliminating unnecessary cuts. Tru-Line does away with worry about difference in masonry unit sizes by accommodating or compensating for any difference in the mortar joints. Tru-Line is available for both modular and standard masonry units and allows a mason to lay units at any point of the wall. Since it is non-sagging, the Tru-Line eliminates line-tagging up to at least 65 feet. It will not sag or break under extreme moist or dry conditions. Write the Tru-Line Company, 615 Flynn Bldg., Des Moines, Iowa.



Shower Cabinets

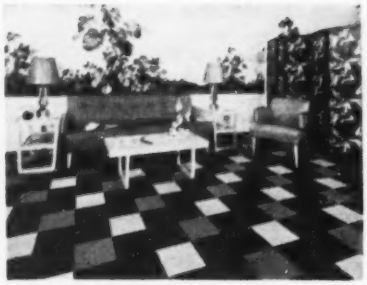
Sanymetal Products Co., Inc., has two types of shower cabinet materials. "Porcena" (vitreous porcelain on steel) and "Tenac" (synthetic enamel baked on over galvanized, bonderized steel). Fully insulated walls approximately 1" thick are sound deadened. Precast terrazo receptors. Suitable for installation as single or multiple units. Standard size 36 inches wide, 36 inches deep, 82 inches high from bottom of receptor to top of cabinet. Can be furnished in other standard sizes to be assembled on other standard size receptors. Comes disassembled for easy handling and quick assembly on job. Write Sanymetal Products Co., Inc., 1705 Urbana Rd., Cleveland 12, Ohio.

Decorative Plywood

Associated Plywood Mills has gone on a round-the-clock production schedule in order to keep abreast of the growing demand for Sea Swirl, the company's new three-dimensional decorative plywood, company officials report. The new product has been accorded an enthusiastic reception by those seeking unusual and distinctive effects in building or remodeling homes and offices. Principal use is for decorating walls and ceilings, although it is also in demand for furniture and built-ins. The wood is light, durable, splinter-proof, and easy to work with. It may be used in natural tones, metallic finishes, or in a wide variety of pastel colors. It is sold in standard 4′ x 8′ panels, 5/16″ thick and in other sizes on special order. For descriptive literature write Associated Plywood Mills, Inc., P. O. Box 672, Eugene, Ore.

Redwood Paneling

For a tailored restraint demanded by contemporary architecture, yet with the attractive warmth traditionally required in a home, one answer is redwood standard pattern Numbers 132 EE and 133 EE. These are four inch and six inches wide tongue-and-groove boards with edges slightly rounded —or eased. As shown, this particular pattern offers ease of handling and detail of design together with the beauty, economy and durability inherent in redwood. It is a double-purpose pattern, equally desirable for use as an exterior siding or interior paneling for fine homes. For more information about this product and other types of redwood, write California Redwood Association, 576 Sacramento St., San Francisco 11, Calif.



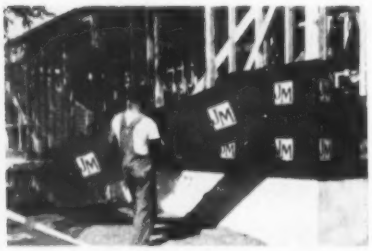
Poly-Krome Tile

Hako Poly-Krome asphalt tile flooring will be prominently displayed and demonstrated at the NAHB Convention in Chicago. Called the modernistic floor tile, Poly-Krome's vivid colors, economy, and ease of installing and cleaning, offers a brand new type of flooring beauty. Its gay, festive appearance has been a purposeful objective to brighten up any room in the home. Poly-Krome's inherent toughness gives extremely high wear resistance to indoor traffic of all kinds. The color chips of Poly-Krome are set very deep into the tile and will retain their sparkle and brightness for the life of the floor. Write Hachmeister, Inc., Pittsburgh, Pa.

Ameribeams

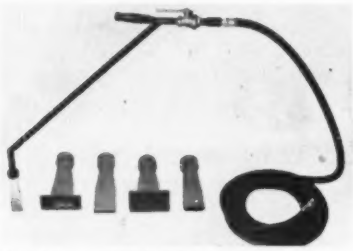
The American Roof Truss Co. announces its new Ameribeam, a glued, laminated roof truss that is especially designed for modern roof structures. Consisting of 2" laminated structural fir lumber, kiln dried and bonded under special temperature and pressure conditions, Ameribeams are available in 5", 7", 9" and 11" widths. Surfaces are glassy smooth from thorough sanding and planing; may be left exposed and finished with clear varnish or hot wax—or painted. An American preservative is applied as a protection against moisture, fungi and termites. Designed to individual requirements, Ameribeams are shipped directly to jobsite by truck or rail. Write American Roof Truss, 1030 E. 87th St., Chicago 19, Ill.

Paint, Mastics & Allied Products



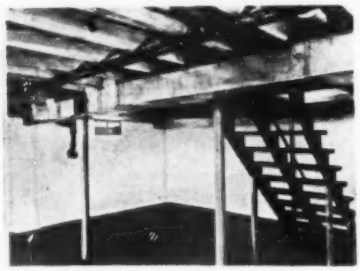
Weathertite Sheathing

To suit varied job requirements, Weathertite sheathing for bracing, sheathing and insulating frame walls is now being offered in three types — 25/32" Weathertite for horizontal application in 2 x 8-foot sheets, a V-tite joint on the long edges; 25/32" Weathertite for vertical application in 4 x 8-foot sheets; and ½" Weathertite for vertical application in 4 x 8-foot sheets. Latter also come in 12 and 9-foot sheets respectively. These three types of sheathing are Johns-Manville insulating board products. They are rigid sheets made of pine fibers and impregnated throughout with bitumen saturants. This weather-resistant bitumen is an integral part of the sheet; so job cut edges are as water repellent as the factory finished edges and surface. Write Johns-Manville, 22 E. 40th St., New York 16, N. Y.



Sealing Applicator

A new, easy-to-handle applicator is a component of a completely new and simple system for installing sealing compounds in joints and cracks in concrete and asphalt construction. The applicator was developed to answer the need for satisfactory equipment to apply the ready-mixed, cold-applied sealers that are now in the specifications of highway departments of several states. The Phillips applicator system provides practical, economical and high quality installations by pumping sealer through this equipment. Called the Phillips No. 77 Joint Sealing Compound Applicator, the new unit has been designed to provide a lightweight, well-balanced tool for use in both new construction and maintenance work, including factory and warehouse flooring, loading platforms, etc. Outstanding feature of the applicator is its conveniently located flow-control valve that operates instantly and smoothly under all service pressures. A set of three Phillips Nozzles is furnished with each No. 77 Applicator. Write Phillips Products, Inc., 1442 West 10th St., Cleveland 13, Ohio.



New Sta-Dri Colors

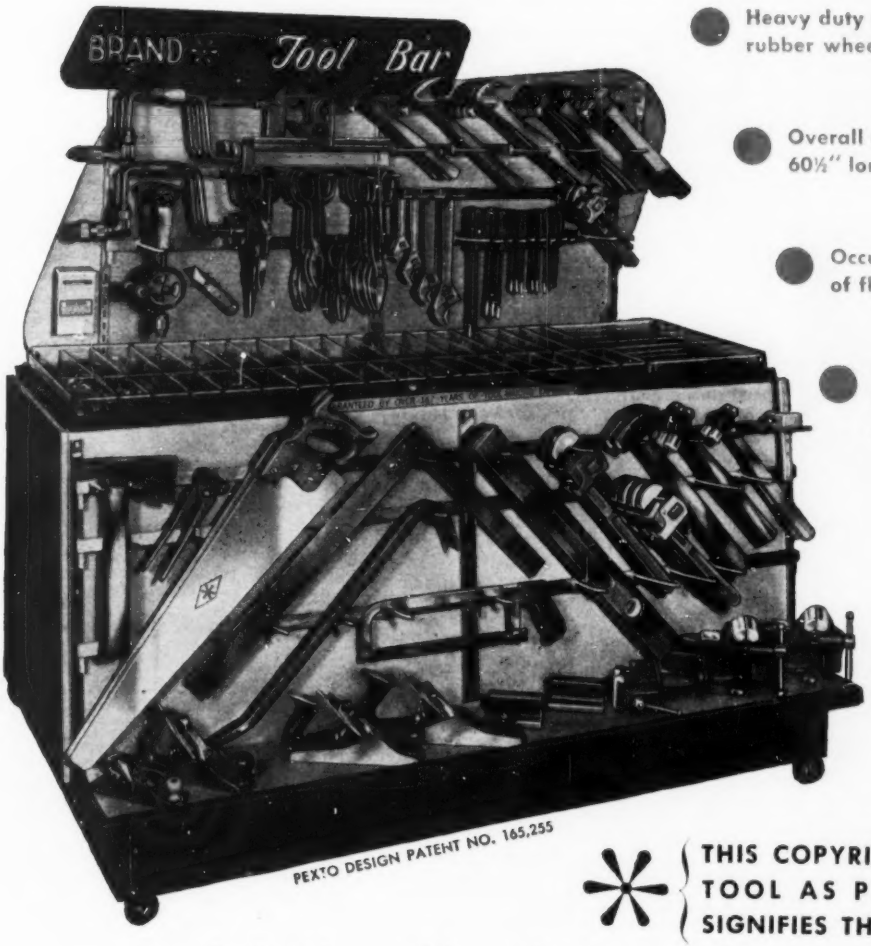
Any basement masonry wall can be made clean, dry and bright by the application of the masonry Sta-Dri mineral paint. Thousands of builders, contractors, architects and homeowners have used and are completely satisfied with this special masonry finish. Sta-Dri's rapid popularity in the masonry water-

PEXTO'S NEW

DELUXE **EASILY MOVABLE** **SELF-CLEANING**

Tool Bar

THE WORLD'S GREATEST TOOL SALESMAN



PEXTO DESIGN PATENT NO. 165,255

- Heavy duty swivel, rubber wheel Casters
- Overall dimensions: 60½" long x 30½" wide x 61¼" high
- Occupies only 1½ sq. yds. of floor space
- Wageless extra Clerk—Works when ever Store is open—It helps sell!

* THIS COPYRIGHTED SYMBOL ON A TOOL AS PART OF ITS BRAND SIGNIFIES THAT WE GUARANTEE IT.

Ask the Merchant who owns one!

14PX52R

ASK SALESMEN OF OUR WHOLESALE DISTRIBUTORS

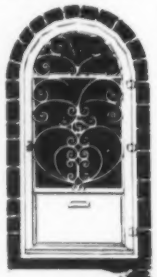
THE PECK, STOW & WILCOX COMPANY . . . Since 1785 . . . SOUTHINGTON, CONNECTICUT, U.S.A.

THE HARDWARE RETAILERS' PROFIT-MAKING TOOL SOURCE

CIRCLE HEAD AND SQUARE DOORS
by Curvalum

A name that you can depend on for quality and performance. Our new plant assures you of a steady, constant source of supply.

Write today for complete information and descriptive literature.



Dealerships Open to large volume outlets.

CURVALUM DOOR MFG. CO.
15 Prospect Street, Hewlett, L. I.

Remodel Easier . . . Faster!
with an EZ-WAY Folding Stairway

Remodel! . . . Modernize! Install an EZ-WAY Folding Stairway to turn waste attic space into useful room for storage, den or bedroom. At nominal cost! See your dealer or write for name of nearest distributor.

EZ-WAY SALES, Inc.
BOX 300-3 • ST. PAUL PARK, MINN.

proofing-decorating field is real dealer news these days. A new series of colors in the final stages of test and formulation are soon to be released in quantity, which will increase the current variety of Sta-Dri colors, making it more widely adaptable to decoration than ever. It's capable of holding a wall of water nine feet high without leakage, providing protection as it beautifies. Write American Sta-Dri Co., 4019-38th St., Brentwood, Md.

Skid-Proof Coating

Slippery floors, decks, ramps and stairs can now be made slip-proof, by applying R-Mir-Dek non-slip coating. Used extensively by the U. S. Armed Forces, this war-developed coating is ideal for use on boats, in kitchen, washroom and shower room areas, on catwalks, and as a protective base on floors around machinery. R-Mir-Dek is fire retardant, anti-corrosive and effectively resists oil, grease, alkali and acid. It contains tough aluminum oxide granules rather than less durable non-slip fillers. Test installations in a large shipyard showed R-Mir-Dek stood up for 242,000 crossings. Available in three types: for spray, brush or trowel. Write Miracle Adhesives Corporation, 214 East 53rd St., New York 22, N. Y.

New Sales-Building Idea Book

Stimulated by the modern trend toward color-styled interiors, thousands of homeowners and prospective homeowners want to know how they can use more color in their own homes. A new idea booklet prepared especially for distribution by the retail lumber dealer, presents 50 basic suggestions on utilizing paneled doors in achieving original home-decorating effects. Titled "Latest Color Style News," this 24-page, full-color booklet is packed with illustrations and practical how-to-do-it suggestions. It shows your customers how they can add color and interest to their homes by decorating paneled doors with paint, stain, wallpaper, decals and cutouts. It is said to be a complete and authoritative handbook on all the ways to decorate with doors. "Latest Color Style News" sells to your customers for 25¢. For free sample copy and additional information on how to use this sales-building idea booklet write Ponderosa Pine Woodwork, 38 South Dearborn St., Chicago 3, Ill.

Presto-Patch

Presto-Patch, a new paste-form patching and spackling compound that sticks tight to any clean surface—even to metal and glass—is now available. Presto-Patch does not separate in the container, needs no mixing, is ready for immediate use. Containing no lime to affect paint coats, it dries hard and can be painted over in minutes. It needs no sizing, sealing or sandpapering and can be smoothed to a feather edge to make a perfect painting surface. Presto-Patch makes quick work of filling cracks, holes and dents in wood, plaster, concrete, brick, metal, wallboard and leveling walls, woodwork and floors. For literature write The Savogran Company, 25 Huntington Ave., Boston 16, Mass.; 85 Industrial Road, Addison, 111 or Savogran Pacific Corporation, 3201 Union Pacific Avenue, Los Angeles 23, Calif.

Special Brush Offer

To take part in the observance of Hardware Week, April 17 to 25, 1953, the Rubberset Co. has designed a special assortment of household paint brushes to be offered at a specially reduced price to the dealer. The assortment, con-

sisting of nylon varnish and wall paint brushes, has been named the "Scott." Although the assortment will not be a permanent addition to the Rubberset line—all the brushes contained therein are regular catalog items offered at the special price in the "Scott" assortment only. The "Scott" is packaged in a bright, colorful display-carton which is printed in a red, black and white color scheme. This carton is an all-in-one display case and shipper. To display, the dealer simply slits the tape as directed and folds back the flaps. All brushes in the assortment are made of Rubberset's new, improved, pre-tipped, permanent wave nylon. There are 14 varnish brushes and six wall brushes packed in quantities according to the way they sell. Write the Rubberset Co., Haynes Ave. & Lincoln Highway, Newark 5, N. J.

New Display Rack

An increase in the sales of Nu-Glaze glazing compound can be expected by dealers who take advantage of the offer of a compact wooden display rack now made available by Macklanburg-Duncan Co. Attractively finished in pastel paint to complement the yellow and black label on the Nu-Glaze can, the wooden display is built narrow to conserve floor space for dealer's convenience. Nu-Glaze is marketed for glazing wood or metal sash, setting plumbing, filling cracks, boatwork and other general patching purposes. All sizes from half-pint to five-pound can fit in the new display rack. The rack is sent free with any order of Nu-Glaze Glazing Compound sufficient to fill it. Nu-Calk Calking Compound can also be displayed in the rack and dealers may order a mixed order of Nu-Calk and Nu-Glaze and still obtain the rack free. Write Macklanburg-Duncan Company, Box 1197, Oklahoma City, Okla.

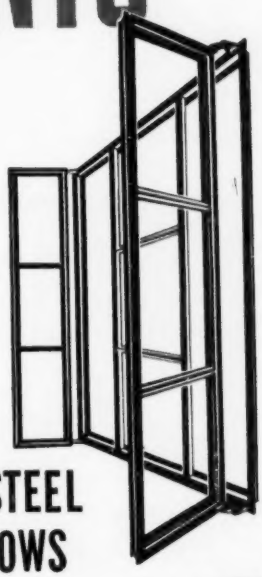
New Sales Aid

The new Thomas "Dealer's Helper," unveiled at a recent Thomas sales conclave, is a sturdy, compact unit that attractively displays and inventories Thomas rollers, pans and covers, including the Thomas "Profit Packages." Available to dealers through jobbers, the "Dealer's Helper" stocks a maximum quantity of painters' tools while occupying a minimum amount of floor space in the dealer's store. Its display sign carries short, to-the-point copy, and is produced in an attention-getting color scheme of yellow, red and black. Write the Thomas Products Company, 8490 Lyndon Ave., Detroit 21, Mich.

Soilproof Wall Covering

Imperial Paper and Color Corp., announces a complete new line of Glendura soil-proof wallcoverings. Without sacrificing any soft, delicate effects, this new wallcovering is not damaged by any type of soiling which might be encountered in use. Such stains and soils as finger smudges, pencil streaks, crayon marks, grease and fat spatterings, liquor stains, ink blots, candy

VENTO



THE STEEL WINDOWS OF EXTRA VALUE

The extra value in Vento Residence Casement Windows includes: all casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.

Also ask about the extra value in:
NEW IMPROVED VENTO "CHAMPION" BASEMENT WINDOWS
VENTO "THRIFTY" BASEMENT WINDOWS
VENTO FORMED STEEL LINTELS (FOR BLOCK AND BRICK CONSTRUCTION)
Vento "Champion" Barred Basement Windows
Vento "Champion" Utility and Barn Windows
Vento Thrifty Utility and Special Type Windows
Write us for latest catalog and full information

VENTO STEEL PRODUCTS CO., Inc.
249 Colorado Ave., Buffalo 15, N. Y.

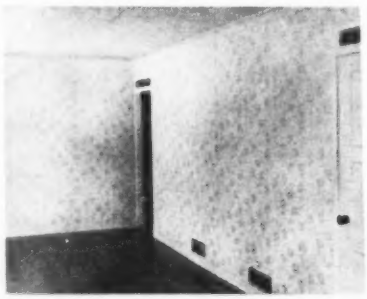
marks and jam smears, iodine and mercurochrome stains can be removed easily through the use of soap and water or with household cleansing agents. In addition to its soil-proof characteristics, Glendura is light-resistant, is mildew-proof and impervious to fungus and mold stains. It will not support bacterial life. Glendura is handled exactly like wallpaper. No special adhesives or tools are required. The wallcovering trims smooth and straight and permits close, clean seams that will not collect dust. Write Imperial Paper and Color Corporation, Glens Falls, N. Y.

New Sandpaper Program

A new retail merchandising program to promote and increase the sale of sandpaper was recently announced by Minnesota Mining and Manufacturing Co. The program is designed to speed up a dealer's rate of sandpaper turnover; simplify his inventory, ordering and selling; provide him with industrial quality sandpaper for home and shop use; and improve his service to customers. To accomplish this the company has simplified its line of sheet sandpaper, so that a minimum inventory of eight grits of industrial quality sandpaper — five of aluminum oxide and three of waterproof silicon carbide—can handle 99% of all home and shop sanding needs. An additional five grits of flint paper and three of emery cloth make up a maximum inventory of 16 grits, if desired. The company has provided a complete package of free selling tools to make a dealer's service more valuable to customers. These tools include the Home and Shop Guide for selecting sandpaper; a series of how-to-do-it folders; advertising mats; counter display easel; window decals; and advertising in national publications. Chief of these free tools is the 14-page Home and Shop Guide, which is designed to help select and sell the right kind and grit of sandpaper for any particular home job. The Guide — indexed according to the job to be done—contains sandpaper samples, and shows and describes uses for each. Write Minnesota Mining and Manufacturing Co., 900 Fauquier St., St. Paul 6, Minn.

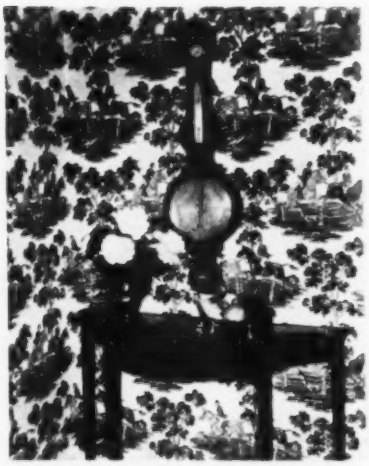
Kyanize Features Deep Colors

As today's decorating styles call for deep dramatic wall colors, the Kyanize line now features an expanded group of Kyanize Clingcote Deep Colors. A special newly designed brochure type of color card features new shades such as fiesta red, lapis blue and persimmon, as well as old favorites. The revised color card also shows various letdowns. Kyanize Clingcote Deep Colors are decorative, oil-base, flat wall colors made on an alkyd resin base for added hardness, washability and durability. They may be used ready-mixed, let-down, or as tinting colors with the famous Kyanize Scrubable-Flat pastels. Write Kyanize Paints, Inc., Everett Station, Boston 49, Mass.



Plaster for Problem Surfaces

Nu-Wall bonding plaster used in re-plastering directly over painted, and, many other problem surfaces, is now timely in its achievement for sturdier, preferred plaster finish over the popular dry-wall construction interiors. Regardless of whether the existing dry-wall interior has already been painted or treated with many of the lath, joint, seam, shadow-showing wall substitutes . . the homeowner can still have the standard plaster finish for more practical and decorative purposes. Nu-Wall will suit the purpose better, with greater economy, wherever ⅛" or less, plaster is applicable. Photo pictures Nu-Wall as applied thinly, directly to the newly erected dry-wall interior after roughly taping the joints for over-all application for the one-coat textured finish, or, the base over which the conventional 2-coat plaster finish applies. Write Nu-Wall Mfg. Co., 923 N. 19th St., Milwaukee 3, Wis.



Stainproof Wall Covering

Varlar stainproof wall covering, a product of United Wallpaper, Inc., is ideal for homes, hotels, theaters, restaurants and stores. Impervious to stains, dirt, grease, etc., it is washable with soap and water at least 25,000 times. Varlar is a fusion of colors, paper and plastic resins, with no tendency to peel or chip and is light-fast, color-fast and odorless. Sold in roll form, in a wide selection of patterns. Write Varlar, Inc., Merchandise Mart, Chicago 54, Ill.

Farm and Ranch Paint

A new one-coat exterior paint in Rancho Red has all the characteristics of Devoe & Raynolds white Wonder-1-Coat. It will be merchandised as Devoe Wonder-1-Coat Farm and Ranch Paint. Demonstration sheets, designed to illustrate graphically to prospective customers the superior controlled oil penetration of Rancho Red will be used as a visual aid in their promotion. Rancho Red was selected because of its popularity for residential uses and its suitability for farm and ranch use on barns and other buildings. Fortified with a special alkyd resin base, the new one-coat red is said to have many laboratory - developed advantages such as unusual resistance to the elements and to fading, cracking and chipping. It is a self-sealing, oil-base finish that gives previously-painted surfaces of wood, metal and masonry a high-gloss protective coating. The paint's controlled penetration also makes it ideal for one-coat work on new wooden surfaces of barns and outbuildings. Write Devoe & Raynolds Co., Inc., 787 First Ave., New York 17, N. Y.

MENGEL

Mahogany

FLUSH DOORS

ADD $$$ TO HOUSE VALUES—

YET COST LESS THAN MANY DOMESTIC WOODS!

Genuine African Mahogany is recognized everywhere as the King of Woods — is far more *desirable* than ordinary woods.

Mengel Mahogany Flush Doors are built with faces of genuine African Mahogany, which *automatically* upgrades any building in which it is used.

Yet you can buy Mengel Flush Doors, or Standardor Flush Doors, with faces of genuine African Mahogany, for fewer dollars than you'd pay for comparable doors of almost any domestic wood!

The Mengel Company operates its own logging concession and mill in the best Mahogany section of Africa, and imports this King of Woods in tremendous volume. *You get the savings!*

Equally important, Mengel and Standardor Flush Doors are built *better*, to give *better service*. Compare specifications, either in Sweet's or at your dealer's. You'll be glad you investigated!

Door Department
THE MENGEL COMPANY
Louisville, Kentucky

For Dry-Wall Finishing

Four recently-developed products are involved in the new Sherwin-Williams dry wall finishing system which conceals joints and nailheads permanently and produces a wall finish in any of three textures—smooth, stipple and sand—in any of 144 colors. Considerable savings in material and labor are said to result when the new materials are used. Basis of the system is Silicon joint filler, a ready-mixed, ready-to-use material for filling joints and nailheads. Other materials are Silicon mix which may be added to paint to produce a sand finish, and Silicon stipple texture which, when added to paint, produces a stipple finish. Recommended for use with these products is Quali-Kote Wall Paint, a new development for professional painters. Write The Sherwin-Williams Co., PMI Division, Cleveland 1, Ohio.

A Hardware-Week Special

A special Hardware-Week kit is being produced by the Franklin Glue Company "to give the retailer almost 50% more than his usual profit on glue sold during April 17 to 25, 1953." The dealer will receive special penants to hang, free matches and other advertising helps. These special kits will be available through hardware wholesalers only until April 15. Two dozen tubes of Franklin Glue and a box of 50 book matches will be included free. The total retail value of the glue items in the kit will be $20.70. With two dozen tubes included free, a profit over and above the usual profit on the other items will give the retailer extra profit to use for his special Hardware Week promotion. The kit will contain a dozen quarter pints, six half pints, and four pints, in addition to the two free display boxes of tubes. A box of 50 book matches will also be packed in the carton which will be sold as a unit by the wholesaler. Write The Franklin Glue Company, Dept. AL, Columbus 15, Ohio.

New Pittsburgh Paint

Pittsburgh Satinhide Enamel has been developed as a companion to Wallhide Rubberized Satin Finish. It is recommended for wood and metal trim and for walls. Because of the pleasing sheen and superior washability, it is well suited on kitchen and bathroom walls or on any other walls in the home where a low semi-gloss sheen is desired. Also suitable for both interior and exterior service, especially on furniture. Satinhide is available in the same 16 colors and white found in Wallhide Rubberized Satin Finish. Satinhide may be intermixed to match any of the colors available in the Wallhide Satin Finish Master Color System. It requires no special primer or undercoater and one coat is usually sufficient for repaint work. It is fast drying, and has excellent washability and mar resistance. Write Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh, Pa.

Crawl Space Waterproofing

The recent wide-spread trend toward basementless houses has created for the construction industry a highly important problem in connection with the so-called "crawl space"—that is, the space between the raised floor of the basementless house and the ground. The problem is that of controlling the rise of moisture from the ground so that the underside of the structure will not become rotted and adequate provision may be made against chilly floors. To enable contractors and applicators to comply effectively and economically with the various government regulations for the treatment of crawl spaces, The Ruberoid Co. has introduced the product called "Crawl Space Cover and Concrete Slab Waterproofing." In this product a strong base felt is thoroughly saturated with asphalt and then both sides are strongly reinforced with a special form of coating specifically designed to meet crawl-space and under-slab conditions. Among advantages claimed for the new material is that it can be inexpensively installed without special equipment or hot materials. Write the Ruberoid Co., 500 Fifth Ave., New York 36, N. Y.

New Minnesota Colors

Highlighting the new 1953 Minnesota paint line is the addition of Luxtone Alkyd Flat Wall Toners in seven new deeptone colors to supplement the regular line of Luxtone flat wall paint. The new alkyd colors can be self-applied or are miscible with the colors of the regular Luxtone line and offer a completely new color range of hundreds of new popular shades to please the fancy of every paint customer. Product advantages for application on both walls and woodwork are ease of application with brush or roller, velvet finish, durability, distinct dirt resistance, superior washability and color versatility for matching walls and woodwork. Many new products will be introduced in Minnesota Paints' 1953 line, including redwood finish, porch and floor enamel, skidproof base, knotty wood finish, Insto Non-Inflammable paint and varnish remover and Luxoid flat enamel. New colors are planned for quality house paint, marine finish, chalkboard finish and tinting colors. Write Minnesota Paints, Inc., 1101 Third St., South, Minneapolis 15, Minn.

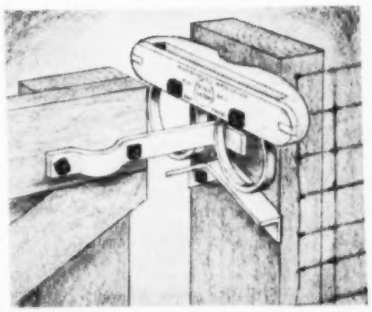
Painters' Pot Has Many Uses

This redesigned painters' pot of all-welded construction, features a wider, deeper top bead which improves rigidity of the top edge. Side seams on both sharp and round-edge style pots are now electrically seam-welded, doing away with the locked-and-soldered seams. Used primarily in the painting field in mixing, blending holding 1-gallon quantities of paint at the painting site, these sturdy, full-open-top pails have found a variety of applications outside of the paint trade. Actually a 5 quart utility pail, the Ellisco All-Welded Painters' Pot is ideally suited for use by builders, millwrights, plant maintenance and construction crews, roofers, etc., in carrying one gallon (plus) quantities of any of a host of solids or liquids, hot or cold, from a large source of supply to the point of actual use. For literature write George D. Ellis & Sons, Inc., 4044 N. American St., Philadelphia 40, Pa.

Offers New "Wonder Paint"

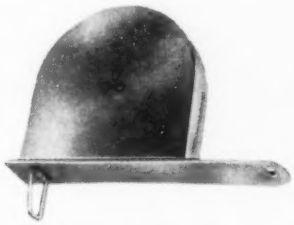
Great Western Rubber-Lux, a rubberized, oil base, alkyd, flat finish for walls and woodwork or any interior surface, is the new "Wonder Paint" produced by Great Western after years of research. Produces a lively finish that is smooth, velvet-like and free of blemishes. Oil base Rubber-Lux will stand repeated scrubbing without harming the finish. Rubber-Lux is odorless and because of the quick dry you can paint rooms and use them the same day. No primer or sealer is needed. Rubber-Lux is self-sealing. Use it over old wallpaper, wallboard, plasterboard, plaster, cement, interior brick—even covers old water-thinned paint and other soft surfaces. Brush it on, roll it on, spray it on; oil base Rubber-Lux covers and hides completely. Won't shatter or peel off even under sudden temperature changes. Available in a wide selection of colors. Write Great Western Paint Mfg. Corp., 1207 West 11th, Kansas City 7, Mo.

Hardware



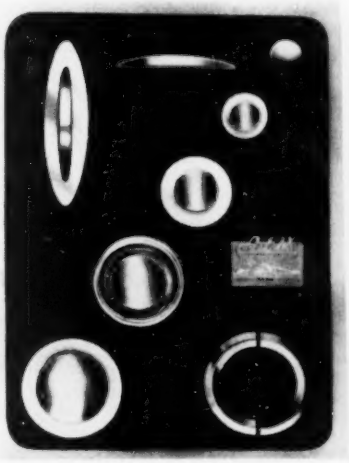
Ring Gate Latch

The Ring Gate latch is said to be the only rust-proof positive action universal gate latch on the market. It is easily installed on cattle and hog pens, granary and barn doors and gates of all types. For complete information, write Honeycutt Manufacturing Co., Inc., 2715-17 Oak St., Kansas City 8, Mo.



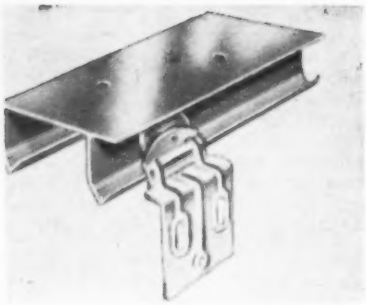
Handee Sash Balances

An expanded sales program to service the market for Handee Sash Balances was recently initiated by Associated Metal Products Company. Designed for contractor or builder on-the-job installations in pre-fab window units, Handee Sash Balances are becoming increasingly popular with dealers who install them in their own shop-manufactured stock frames. In line with this trend, Associated Metals has modified and enlarged its sales program and now offers direct-to-dealer service on this product. According to the company, dealers have found that ease of installation with Handee Sash has greatly reduced their time and labor and also effected substantial savings in labor cost. Handee Sash is made of heavy 18-ga. metal. It is described as "economical, silent, sturdy—will give years of flawless operation." The product is available for overhead or side installation. A handy, glass-framed weight chart assures proper installation. Write Associated Metal Products Company, Greenville, Mich.



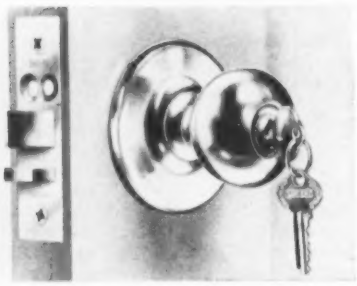
New Hardware Display

Enthusiastic dealer response is reported on the New 4-D Display Board recently brought out by Ajax Hardware Manufacturing Corp. This new point-of-sale "Sales Booster" features the Ajax complete line of drawer knobs (concave and convex—1 1/8" to 2½"), drawer pulls and back plates. Hardware is mounted on an attractive, hand-rubbed mahogany board with special easel stand so the display can be hung on the wall or put on the counter. Products shown are available in five standard finishes: polished and dull chrome, polished and dull brass, and dull bronze. Ajax has packaged each board in an individual carton, ready for distribution to dealers. Write Ajax Hardware Manufacturing Corp., 4351 Valley Blvd., Los Angeles 32, Calif.



Economy Sliding Hardware

To meet the widespread need for durable, smooth-rolling sliding door hardware in the economy field, Har-Vey hardware is introducing its low-cost Challenger series. Three models meet all needs for by-passing and pocket installations. Outstanding features are the rustproof aluminum track with V-groove to eliminate chattering, self-lubricating Oilite bearings and durable nylon rollers. Contractors will appreciate the simple top-mounting of the track without mortising. Hardware and track come completely packaged for standard openings, and Har-Vey provides a new counter merchandiser and colorful demonstrator models. A free plastic door pull is included in each packaged set. Write Metal Products Corp., 807 NW 20th St., Miami, Fla.



New Point of Purchase Package

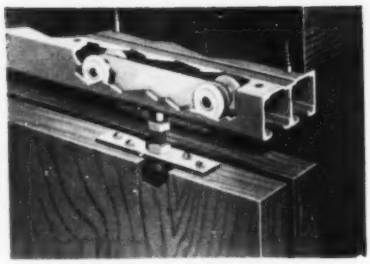
Over-the-counter sales of residential locksets can be boosted with this new Sargent Integralock package. Bright green, yellow and black colors catch your customers' eyes, and copy on the box helps you sell. The new package is part of Sargent's merchandising program which also includes consumer advertising in leading home magazines. The Sargent Integralock 7645AS is a residential version of the locks used in such well-known buildings as the new Lever House, Shamrock Hotel and the Savannah River "H" bomb project. The Integralock features these two security devices: The Sentry Bolt, a dead bolt placed horizontally in the lock to provide nearly an inch of tough, extruded brass protection; a Shear Pin that breaks under extreme torsion if, for example, the knob is forced with a pipe wrench. The knob then spins without operating the lock, but the owner's key still lets him in. Write Sargent & Co., New Haven 9, Conn.

Aluminum Storm Sash

This two-piece aluminum frame storm sash has integrally extruded hinges, removable lower sash, replaceable glazing through use of vinyl plastic glazing bead and vinyl plastic weatherstripping. The lower sash is adjustable for controlled ventilation. Write Metal Arts Manufacturing Co., P. O. Box 4144, Atlanta, Ga.

"Hinge Selector"

A 12-page, illustrated "Hinge Selector" catalog listing the complete line of plain and ball-bearing butt hinges has just been issued by Lawrence Brothers, Inc. Prepared for architects, hardware consultants, and building engineers, the catalog features a handy selection data section which details correct sizes and weights of butt hinges for steel or wood doors and transoms. Applications on hollow metal, kalamein and wood doors are illustrated. Complete listings cover bearings, metal, tips, finish and size for all hinges in the line. A handy comparative list of finishes is also included. For copies write Lawrence Brothers, Inc., Sterling, Ill.



Sliding Door Hardware

Additions and improvements have just been made to the Kennatrack sliding door hardware line. Series #700 and #750 are completely new additions to the Kennatrack line for ¾", 1" and 1⅛" large wardrobe doors. They answer the need for simple installation and choice of adjustable (700) and non-adjustable (750) double-track installations with eight nylon wheels per door. Completely new Scottie sliding door hardware is the answer to quality installations at a low price. Scottie has many famous Kennatrack features that assure easy installation, smooth performance and long, carefree service. Track is sturdy extruded aluminum. Wheels are big one-inch molded nylon, guaranteed for life. The sturdy hangers feature automatic grip slots permitting 5/16" adjustment and secure fastening. Doors may be installed or removed without detaching hangers. Write Kennatrack Corp., Elkhart, Ind.

Packaged Track and Hangers

All hardware necessary for a complete sliding door installation is now packed together in one container. This method of handling rolling door hardware cuts storage space, makes identification of desired package easier, and saves a tremendous amount of time for the dealer because it contains all the hardware necessary for a complete track and hanger installation. Track, hangers, flush door pulls, door guide, and all necessary screws are packed in one complete set. The carton is square for easy stacking, green for attractiveness, and labeled with different colored labels for quick identification of the three types of packages. The nine different packaged sets handle all sliding door installation from ⅝" thick by-passing doors to 1⅞" wall pocket doors. Write Washington Steel Products, Inc., Tacoma 2, Wash.

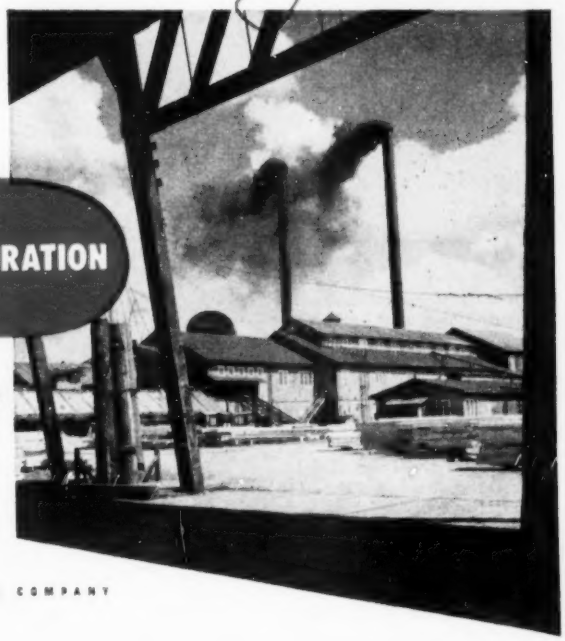
FAST RAIL SERVICE

MEANS PROMPT DELIVERY

C. D. Johnson rail orders are promptly filled and shipped direct from covered loading sheds at the Toledo mill. Last year 62 million feet of lumber was loaded onto 2550 railroad cars and motor trucks for shipment to every corner of the United States . . . these prompt shipments arrived at destination in the same prime condition in which they left the mill . . . easy to check, unload and dispatch. Contact C. D. Johnson first for domestic rail shipments.

C D Johnson

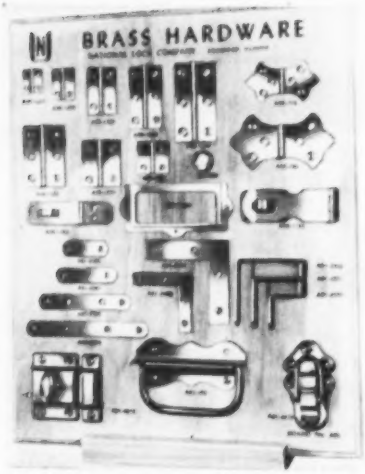
Trademark of Quality Lumber



C. D. JOHNSON LUMBER CORPORATION

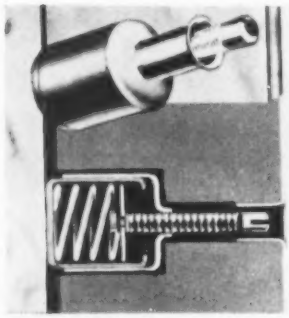
Manufacturer: PACIFIC COAST LUMBER
Mills: TOLEDO, ORE. *Shipments:* RAIL AND WATER
Sales Offices: AMERICAN BANK BUILDING
PORTLAND 5, OREGON

A SUBSIDIARY OF GEORGIA—PACIFIC PLYWOOD COMPANY



New Brass Assortment

National Lock Company has recently introduced its new A 80 brass assortment consisting of a selected group of the most popular, fastest-moving items of this type. Included are several sizes of narrow butts, broad butts, mending plates, angle irons, hasps, butterfly hinges, label holders and similar merchandise. Representing only a nominal investment on the part of the retailer, the assortment is accompanied by a handsome natural birch finished display board at no additional cost. All items in the assortment are also available in open stock orders. For full information, write National Lock Co., Rockford, Ill.

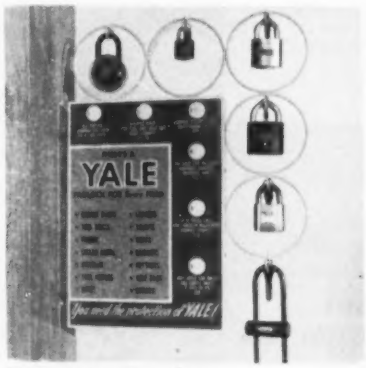


New Sash Holder

Easier installation and sturdier construction are two of the important features of the new model VSH-20 (¾") Vikre Sash Holder. The "Dual Purpose" Sash Holder can be used in both 1⅜" check rail and 1⅛" plain rail sash. It is completely rust proof and guaranteed for the life of the building. To install the VSH-20 only one hole needs to be drilled in the left side of the sash. A drilling template is packaged with each box of sash holders, and counter-sink drills are available for two-minute installation. Sashes equipped with Vikre Sash Holders are easy to raise and lower and will not rattle. Widely accepted by contractors and millwork manufacturers, it is also an ideal item for dealers selling to the growing "do-it-yourself" market. Write J. N. Vikre Co., Inc., 3016 Fourteenth Ave. South, Minneapolis 7, Minn.

Catalog of Sliding Door Hardware

The illustration reproduced here is just one of many in the extensive catalog of sliding door hardware just released by the Grant Pulley & Hardware Co. The main points emphasized in this typical illustration are the available accessories; installation instructions; features and data; parts and specifications. For complete details, write Grant Pulley & Hardware Co., Broadway at 57th St., Woodside, N. Y.



Yale Merchandiser

A new mobile point-of-sale merchandiser for Yale padlocks is now being distributed nationally to retail outlets through wholesalers by the Stamford Division of The Yale & Towne Manufacturing Company. The merchandiser consists of a novel four-color swinging display board around which six multiple-use Yale padlocks, seemingly suspended in mid-air, dangle within separate metal rings. The four colors in the display and its unique appearance are designed to arrest the attention of store traffic against the competition of the many other displays usually found in hardware stores. Proclaiming "there's a Yale padlock for every need," the new display merchandiser exhibits, out of the full Yale line, six popular padlocks of different functions, sizes, construction and finishes. These include a combination padlock, a Yale Ziplock for bicycles and duffle bags and four conventional padlocks offering a wide range of uses including application on garage doors, tool boxes, trucks, cellar doors, tool houses, gates, lockers, boats, cabinets, cottages, golf bags and grilles. Write the Yale & Towne Manufacturing Company, Stamford, Conn.

Tools

Stanley Best-Selling Rules

For IRHA Hardware Week, Stanley Tools has a special combination package of two best selling rules-- No. 106, or 106F, 6 ft. folding Green End Rule and No. 1206W, 6 ft. Pull Push Rule, IRHA which are specially priced. Colorfully packaged, two rules in a box, the HW Unit effects a saving of 50c for the consumer on every HW Unit. No. 106 Green End Rule has big black easy-to-read numbers protected by the new plastic finish that wears four times longer. Ball-socket joints prevent "stretch." The 1206W features clear black numbers on a ½" spring steel white blade, a "D" shaped case, chrome plated, for handy inside measurements. Carton packing for the HW Unit includes: 12 each 106 Rules and 12 each 1206W Rules. Carton packing for the HW-F Unit includes 12 each 106F Rules and 12 1206W Rules. Write Stanley Tools, New Britain, Conn.

Hammer Tacker Improvements

Several engineering improvements have been made by the Fastener Corporation on its automatic hammer tackers. These

HAKO

INTRODUCING ANOTHER HAKO WINNER for '53

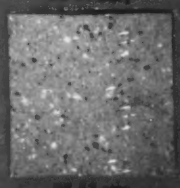
Poly-krome

RESILIENT TERRAZZO TYPE TILE

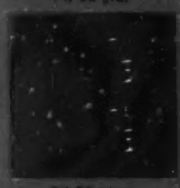
THE *Moderne* IN FLOOR TILE

Guaranteed by Good Housekeeping

PK 51 pearl



PK 53 pine



PK 50 black

TEN GLORIOUS COLORS TO CHOOSE FROM

AN EASY TO SELL AND PROFITABLE VOLUME ITEM FOR THE

BUILDING SUPPLY DEALER

The multi-color brilliance of HAKO POLY-KROME a resilient terrazzo type tile supplies brand new beauty and sparkle for every room in the home. The vari-colored chips in each POLY-KROME tile lend themselves perfectly to practically any commercial and residential room decorative scheme. POLY-KROME is inexpensive, easy to install, on or below grade, effortless to keep bright as new, and its inherent toughness gives extremely high wear resistance for years and years. POLY-KROME is genuinely new . . . and different! It is modern, gay, and beautiful with long-range economy.

SINCE 1903

HACHMEISTER-INC. 50

PITTSBURGH 30, PA.

OTHER HAKO WINNERS

Ceramat PLASTIC WALL TILE | Vinylflex | Asphalt Tile FLOORING | Parquetry FLOOR TILE

HACHMEISTER-INC.
Pittsburgh 30, Pa.
Dept. AL1-53

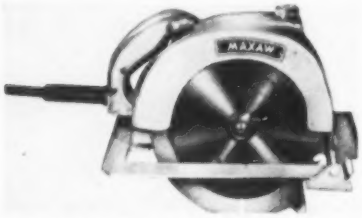
☐ Send full color catalogs illustrating the new Poly-Krome and other HAKO products.
☐ I would like to see a HAKO representative.

Name _____

Address _____

City, State _____

include a re-enforced trip lever which doubles its strength and a new stop spring on the staple channel which prevents the feeder bar from sliding out of the tacker and enables the user to load the machine with two full strips of Duo-Fast Staples. Also, all internal mechanical parts are now zinc-chromate plated which makes them rust resistant. For details, write Fastener Corp., 860 Fletcher St., Chicago 14, Ill.



Industrial Saw

Here is the saw that is said to bear down with that extra cushion of power and sing through the tougher cutting jobs in house and industrial building. With this Maxaw 800, the manufacturer reports you can zip through full 2" thick, semi-dressed lumber at 45 degrees with blade to spare; do rough framing in a fraction of the time it takes with an ordinary saw. Cuts $2\frac{9}{32}$" at 45 degrees and $2\frac{3}{4}$" on a straight cut. This cutting performance is compressed into just 14 pounds of precision built saw power, with 100% ball and roller bearing construction. The saw makes fast work of cutting light gauge and corrugated metals for roofing and partitions in factories, warehouses, graineries and similar business and industrial construction. The saw incorporates a "magic pivot" in which the pivot point of the saw shaft is mounted closer to the shoe and the work, enabling greater cutting depth on bevel cuts and increased power at the cutting edge. Write Cummins-Chicago Corp., 4740 N. Ravenswood, Chicago 40, Ill.

Electrical Grass Trimmer

The Trim Master Jr., a lightweight, efficient, low-priced electrically operated grass trimmer, is designed to give a really good mechanical grass trimming tool to the homeowner and commercial user where 110 Volt AC or DC current is available. This tool does the really objectionable part of the lawn maintenance job—close trimming after mowing. Write E. F. Britten & Co., Cranford, N. J.

Sander for Homeowner

Sander rentals have proved to be a two-way profit-builder for progressive lumber dealers throughout the nation. Dealers have found they can realize several thousand dollars in income annually from sander rental fees alone. In addition, extra sales of abrasives, seals, finishes, paints, brushes, thinners, etc., add up to substantial extra volume for the store. A machine that has proved especially popular with the rental trade of lumbermen is the "Little American" 8" floor sander. With its compact sturdy construction and fully guaranteed motor—no brushes or windings in the armature—this machine is designed to produce professional-type results. It is a lever type, and extremely simple for the homeowner to operate. The machine is also suited to the needs of contractors, carpenters or painters doing small homes or remodeling work. Write The American Floor Surfacing Machine Co., 521 South St. Clair St., Toledo 3, Ohio.

Tool Merchandiser

This attractive display merchandiser is Mall Tool Company's new tool tower. It is made of stainless steel tubing with solid natural oak shelves 1"x10" and topped with a 4-way multi-color illuminated sign. Standing $34\frac{1}{2}$" high, 30" wide and 20" deep, the merchandiser has ample display space for five popular guide master drills and accessories. Designed for all-around visibility, this floor or counter merchandiser is offered on a new two-way profit deal. Write Mall Tool Company, 7733 South Chicago Ave., Chicago 19, Ill.

PONDEROSA PINE

Trade Mark

PAUL BUNYAN'S PINE

Registered

High Altitude, Soft Textured Growth

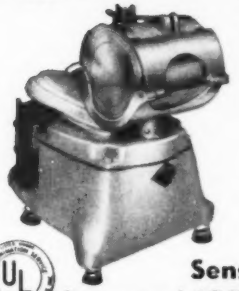
Modern Moore Design Dry Kilns

Manufacturer and Distributor

PAUL BUNYAN LUMBER CO.

SUSANVILLE **CALIFORNIA**

AT LAST... A PAINT MIXER THAT'S TRULY *VIBRATION-FREE*



NO BOLTING DOWN

For a sound investment, equip your store with the new MILLER 1953 model PAINT MIXERS. Original "horizontal motion" MILLER PAINT MIXERS have long been outstanding for quiet, smooth operation, and minimum vibration. Now, with NEW Float-a-Coil mounting . . . . Eliminates practically all vibration. Place the New MILLER on any sturdy counter, desk or table. And you can even write on the same surface while the MILLER is running! NO bolting down. No "creeping"

Sensationally Improved 1953 Model!

Keeps Your Paint Stock "Factory Fresh"

Saves losses on deteriorated stock. Blends and tints colors in seconds. Portable. Plug in anywhere. Takes all paint cans, round or square, quarter-pints to gallons. Choice of single or double can models. WRITE TODAY for illustrated circular.

2 Year Guarantee

Serving Industry Since 1927

miller manufacturing company

For 16 years Manufacturers of Paint Mixers Exclusively . . .

Phone GLadstone 5-3343
9425-45 Seymour St.,
Schiller Park, Ill.

You are cordially invited to inspect our plant

If you're going to vacation in the South, stop in and visit our plant at Harriman, Tennessee. It's conveniently located at the junction of U. S. Highways 27 and 70 on the main route to Florida and other points south.

We welcome the opportunity to become personally acquainted with you . . . and will be happy to show both old and new friends Wells' extensive facilities, and the methods of operation and manufacture that have made Wells Flooring "The Floor Layer's Choice."

We believe you will find a tour through our plant an interesting sidelight to your vacation. Coming or going, drop in on us; you're assured a friendly reception.

J. W. WELLS LUMBER COMPANY

Sales Office Montgomery, Ala. — NOFMA — Sales Office and Plant Harriman, Tenn.

Sliding doors that WORK with the greatest of ease! ...and SELL so easily, too!

Pre-packaged, Ready-to-Install NOVOPLY* SLIDING DOOR UNITS can't warp, swell, rattle or stick!

Home-owners don't need to be *muscle men* to open and shut Novoply Sliding Door Units! They work so easily that even a child can operate them.

These units are made of Novoply, the flattest paneling ever produced. And they are *precision-built* to assure simple installation, easy adjustment and *permanently* smooth, trouble-free service.

They come to you pre-packaged, ready to be installed with all necessary hardware, as well as pre-cut jambs and header. Top rollers are equipped with ball bearings and run smoothly on an overhead track.

The Novoply doors are ¾" thick and are *guaranteed* not to warp more than ⅛", if properly installed.

The beautiful wood-mosaic beauty of the paneling can be preserved with a simple wax finish. Or it can be readily stained or painted.

From Houses to Trailers! What a ready-made market awaits you for these Novoply Sliding Door Units. They're wanted for new and remodeled homes . . . for apartments . . . for office buildings . . . schools . . . hospitals . . . motels. Yes, *trailers* make a profitable market, too!

Our warehouses carry them in stock *now*. See them today or send the coupon for complete information.

*Trade Mark Registered. Patented; other patents pending.

UNITED STATES PLYWOOD CORPORATION
World's Largest Plywood Organization
Manufacturers and Distributors of Weldwood® Plywood, Weldwood® Doors, and other specialties.

Weldwood®

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 36, N. Y.

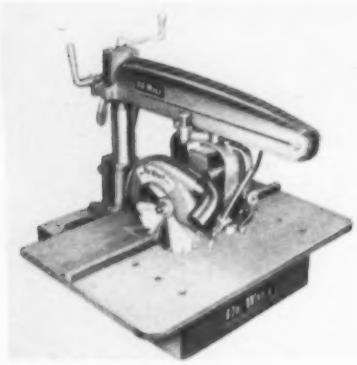
AL-1-12-53

Please send me further information, dimensions, etc., on Novoply Sliding Door Units.

Name_____

Address_____

City_____ Zone____ State_____

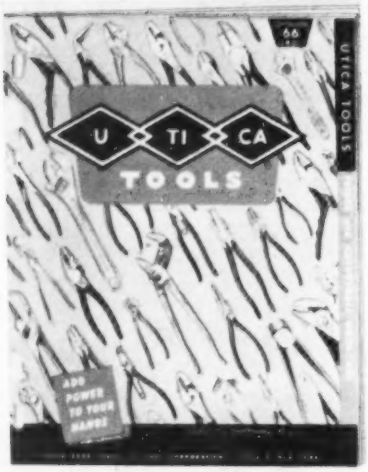


DeWalt "Power Shop"

The latest trend in woodworking today is the make-it-yourself boom. One of the most up-to-date power machines to service this market is the DeWalt "Power Shop". This machine is designed specifically for the home woodworker. It provides tools and attachments to be used with the basic machine which will enable the homeworker to do just about anything in woodworking with only this one power tool. To learn more about the new DeWalt "Power Shop" and to receive free monthly bulletins, complete with detailed plans and instructions on various home projects, write DeWalt Inc., Lancaster, Pa.

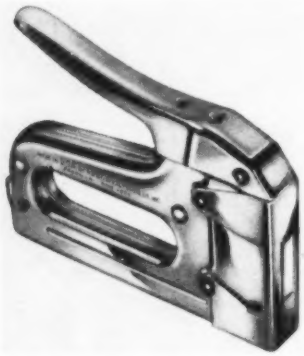
New Model 414 Sawzall

Designed particularly for heavy-duty service, the Milwaukee Sawzall is said to answer the need for a special duty reciprocating-type sawing tool that will stand the gaff of continuous use. Compact and light in weight, the Milwaukee Sawzall can be easily maneuvered about with one hand. There are no chucking problems and complete freedom from coupling difficulties as common to attachment-type units. This unit has a 3/4-inch stroke and operates at 2250 strokes per minute. It cuts through any substance including wood, transite, galvanized sheet, and other metals, wire nails, formica, masonite, and numerous other materials. The complete unit measures only 14 1/2 inches long and weighs just 6 3/4 pounds. Write Milwaukee Electric Tool Corporation, 5368 West State St., Milwaukee 8, Wis.



New Tool Catalog

Utica Drop Forge & Tool Corporation is now offering its new and improved tool catalog No. 66-1952 which is replacing Utica catalog No. 63-D currently in use. A special feature of the catalog is the accurate diagraming of the tool jaws, with accurate dimensions. The 24-page illustrated catalog contains a useful list of decimal equivalents and pertinent data on all Utica tools in many sizes—82 models of pliers, regular and custom-built, Utica's complete line of adjustable wrenches and full descriptions of 10 Utica displays. Requests for the new catalog should be directed to H. J. Zellweger, Ad Manager, Utica Drop Forge & Tool Corporation, Utica 4, N. Y.

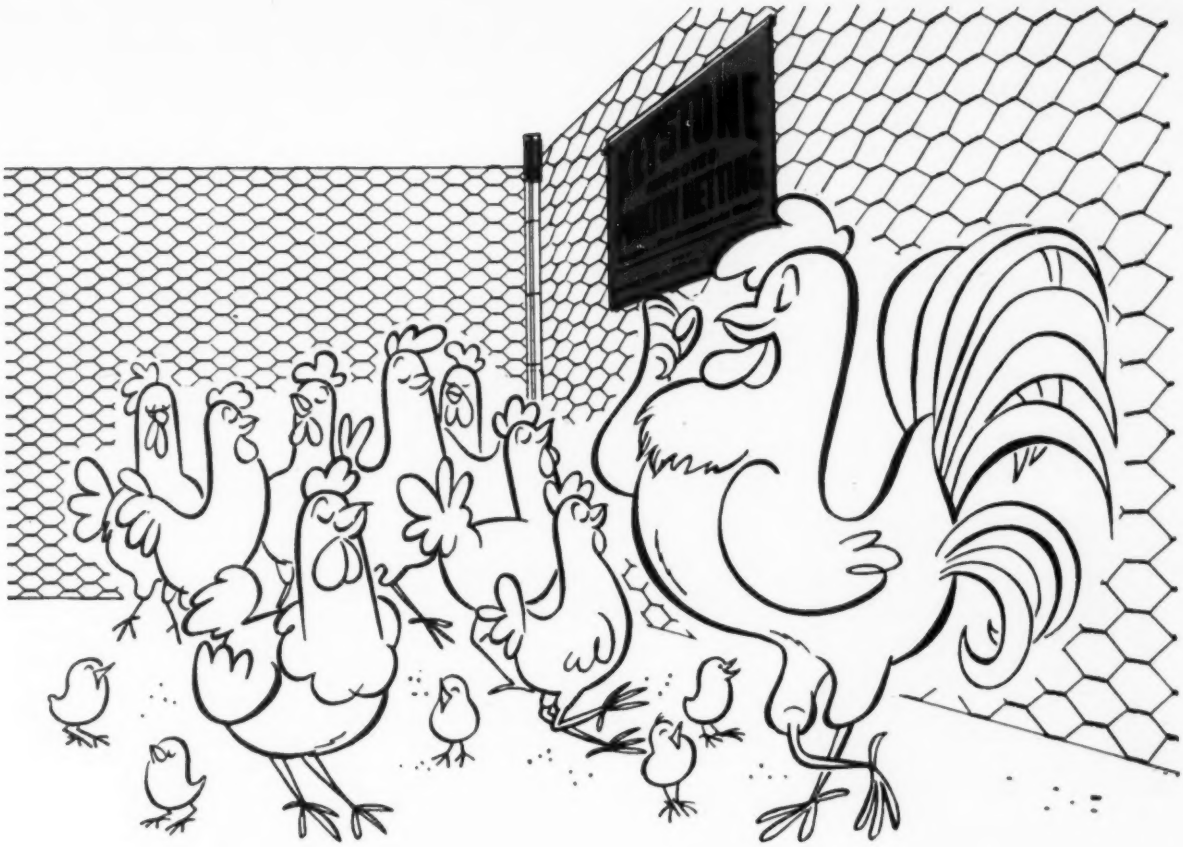


New Model Gun Tacker

Arrow Fastener Company, Inc., announces the new T-50 Gun Tacker that shoots heavier, longer, patented wedge-pointed high gauge carbon steel wire staples, up to 9/16" leg length. The high-powered spring action of the T-50 works on the principle of double leverage for smooth-action and tremendous power. It is specially designed to fit the contour of the hand for comfortable use; and the 1 1/4" movement at extreme point with total spread of 2 1/16" affords user faster, easier tacking. It has a patented non-clogging mechanism. An easy-to-get-at mechanism permits easy dismantling of working parts to remove dirt, dust, or grit for smooth efficient operation. The advantages of the Arrow T-50 Gun Tacker are many: 1. Drives at least five staples in the time it takes to hammer one tack. 2. Self-contained—loads 125 staples for fast, continuous tacking. 3. One-hand operation permits freedom of other hand to hold material being tacked. 4. Easy-to-shoot staple accurately into desired spot. 5. Handy for tacking in close corners—drives staple flush within 1/16" from any right angle. The T-50 loads quickly and holds 125 wedge-pointed heavy gauge carbon steel Arrow staples, in three sizes, up to 9/16" leg length. The T-50 is of all-steel construction and an all-chrome finish for durability. Write Arrow Fastener Co., Inc., One Junius St., Brooklyn 12, N. Y.

Adjustable Dado Tool

An instantly adjustable dado tool for cutting smooth, accurate dados of any width from 1/4" to 13/16" and up to 3/4" depth is being distributed nationally by Consolidated Machinery and Supply Co. The precision-built, all-in-one "Quick-Set" Dado can be set for the desired groove width by merely turning a dial, without removing the tool from the arbor. Action is astonishingly smooth with no vibration, chatter, burning or chewing. It has eight cutters of high-speed steel which have a working life four to five times that of conventional dados. It is built of interlocking aluminum side plates with a center disc of steel. Adapt-



DISTINCTIVE PROMOTION
for chickens of distinction

These chickens are proud, very proud of the fact that they are protected by a netting that receives outstanding, distinctive promotion . . . it gives *them* distinction in their business.

Smart poultrymen, who use easy-to-handle, longer-lasting, no-sag, no-bag Keystone Improved Poultry Netting are proud to use a top product so distinctively merchandised . . . it gives *them* distinction in their business.

Smart dealers know that the extensive Keystone Improved Poultry Netting merchandising program including State and National Farm and Poultry magazine advertising, point-of-sale displays, free envelope stuffers, radio scripts, inventory tags and advertising reprints is unusual . . . it is *distinctive* promotion. By having available the poultry netting most poultrymen want, and by getting greater NET profits from selling Keystone Improved Poultry Netting . . . *these* dealers gain exceptional distinction in their business.

ORDER FROM YOUR JOBBER, OR WRITE FOR CATALOG SHEETS AND PRICES

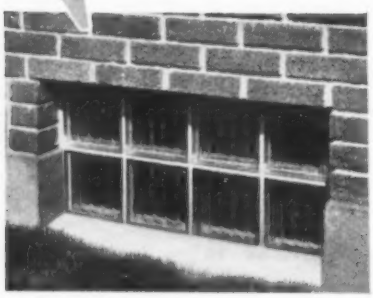
KEYSTONE POULTRY NETTING

Keystone Steel & Wire Company, Peoria 7, Illinois

RED BRAND FENCE • RED TOP STEEL POSTS • GATES • KEYMESH PLASTER AND CONCRETE REINFORCING

"We push glass block for basement windows"

says a typical glass block dealer



"When customers come to us with replacement problems for rotted, or broken basement windows, we always suggest replacement with Insulux Glass Block."

Make the comparison! Figure it out for yourself! Compare the cost of sash, screen, storm window and maintenance against that of a lifetime panel of maintenance-free Insulux Glass Block.

A panel of Insulux Glass Block can't rust nor rot; never needs painting. Glass block is extremely hard to break . . . makes a sound, weathertight, insulating panel. And glass block lets in all the light yet blocks out sight.

Supplies of glass block and all of the accessories needed are non-critical and immediately available in quantity. Installation is simple and quick . . . requires only ordinary mason's tools.

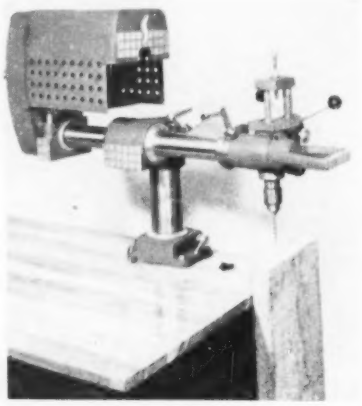
Want more information about the use of Insulux Glass Block? Just write: Insulux Glass Block Division, Kimble Glass Company, Dept. AL-1, Box 1035, Toledo 1, Ohio.

KIMBLE GLASS COMPANY

Subsidiary of Owens-Illinois Glass Company

Toledo 1, Ohio

able for right or left shaft rotation, the "Quick-Set" Dado is available for shafts of ½", ⅝" and ¾" in diameter. It comes in a self-display package. Write Consolidated Machinery and Supply Co., 2029 Santa Fe, Los Angeles, Calif.



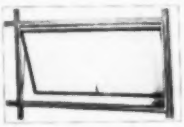
Shopmaster Power Tool

This combination woodworking power tool has been developed by Shopmaster, Inc. It may be used as a circle saw, drill press, combination disc and belt sander, shaper, router, lathe, jointer, grinder, buffer and power plant for driving other individual tools in the home workshop. All moving parts glide on ball bearings. As an 8" tilting arbor saw, the tool mitres, compound mitres, cross-cuts, dados or rips with equal ease. The saw blade can be guided by means of a handle to cup or groove a block of wood. With an 8" blade, the saw can make a 2 3/16" cut. As a drill press with a 3" stroke and an 18" throat, the tool can drill at any angle, horizontally or vertically, in any given radius. As a combination belt-and-disc sander, it can sand either horizontally or vertically, using either the belt or the disc. Write Shopmaster, Inc., 1214 South Third St., Minneapolis, Minn.

New Line of Saws

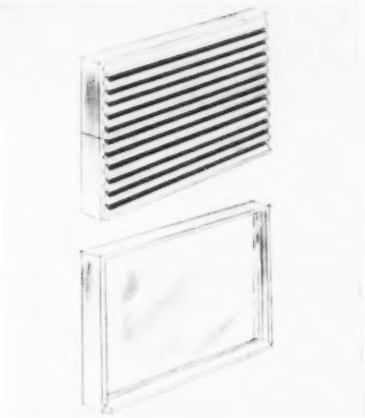
Simonds Saw and Steel Company offers a high quality, popular-priced line of saw blades for home workshop, schools and building contractors. Made of Simonds own electric furnace steel by experienced sawmakers, using modern machinery and precision production methods, Simonds Si-Clone Saws cut fast, smooth and straight. The complete line includes: rip; regular cut-off; flooring cut-off; fine tooth cut-off; easy-cut; planer (hollow ground combination); No. 52, No. 54 and No. 60 combination; carbide tipped; dado; nonferrous and friction saws. Furnished up to 12" in diameter only, Simonds Si-Clone Saws come with round or special shape center holes for use on table, radial arm or electric hand saw machines. Write Simonds Saw and Steel Co., Fitchburg, Mass.

Windows



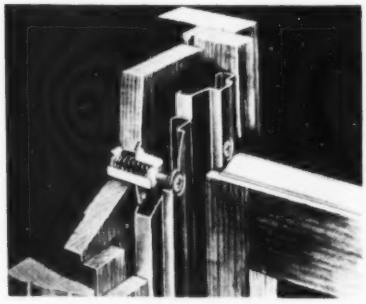
Fenestra WindoWall Unit

A new "WindoWall" to give picture-window beauty to new homes, comes in two sizes — six lights (6'3⅜" wide by 6'4⅛" high), and nine lights (9'4⅛" wide by 6'4⅛" high). Lights can be ventilated or fixed, and it is possible to have any number from one to nine of the lights ventilated, or the entire WindoWall can be fixed. The slender lines of the 1½" solid hot-rolled sections, and the rectangular lights, running horizontally, give a graceful, expansive appearance to the home; the windows also harmonize with any type of architecture. For insulation purposes, the Fenestra WindowWall units can be easily glazed with ½" insulated glass, in stock sizes as provided by various glass manufacturers. They may also be glazed with double strength or plate glass, according to the Fenestra manufacturers. Ventilated units may be screened with Fenestra All-Metal screens which are installed from the inside and top-hinged for easy access to the ventilator locking handle. Write Detroit Steel Products Company, 2244 Grand Blvd., Detroit 11, Mich.



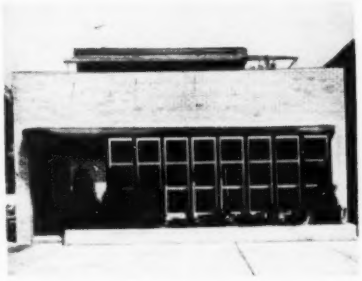
Modular Wall Window

Two basic modular windows which interlock and can be used in an almost unlimited number of combinations, have just been announced by an Indiana manufacturer. The units may be used either vertically or horizontally. One window is a louvered ventilating unit, fully insulated, with built-in screen. The vent unit may be used half-size if desired. The other window is designed for standard 45½ by 25½ Thermopane. Frames of both windows are wood, measuring 4′ by 2′ 4″. The units are load bearing, permitting their use as an entire wall. Write Solar Air-Flo Inc., Elkhart, Ind.



A. R. B.'s New "400"

The A. R. B. Window Sales Co., Detroit, Mich., announces its new removable, adjustable window unit, the "400". The patented feature of the "400" window unit has several advantages over other types of window units. There are three adjustable tension units in each set of spring metal sash guide. They are permanently embedded in the jamb. The tension adjusting screw works in metal threads inside the equalizing spring. This gives many additional years of service over other conventional types of removable windows where the adjusting screw is inserted directly into the wood jamb. The three adjustable tension units in the "400" exerts an equal pressure from top to bottom of the window, eliminating "sticky" spots when window is opened or closed. It assures a snug, draught-proof fit all around. The "400" unit makes windows easy to remove for washing, painting or glazing. It is available in all modular sizes and designs, and can be used in all types of construction. Write A. R. B. Window Sales Co., 306 N. State Fair Ave., Detroit 3, Mich.



Commercial Window

Designed to meet the requirements of hotels, hospitals, schools, office and industrial buildings, this window is a four-light type which can fill openings up to 10 feet high. Insulating sash and screens for the separate ventilating windows are supplied as optional equipment to provide rainproof, draft-free, filtered screen ventilation. Single-window units may be combined horizontally using an all-metal, non-load bearing mullion supplied by the manufacturer, to give a wide expanse of panoramic glass area. The illustration shows ventilating panels in the Type P-311 and Type P-411 Rusco prime windows. Write F. C. Russell Co., Cleveland 1, Ohio.

Webb's Roundvent

Of clear sugar pine, Webb's Roundvent windows are suitable for every architectural design. Round windows add distinction to any house, as every Roundvent installation proves. Window is fitted with screen in upper half of sash, while lower sash rotates on a stainless steel weatherstripped track for ventilation. Fits rough stud opening of 2′2″. Has molded outside casing, or may be ordered with flat casing. Write Webb Mfg. Co., Conneaut, Ohio.

SAVE yourself STEPS

STEP-UP your SALES

Stanley CARDED Hardware

You don't have to run around counting screws and gathering small hardware when you have this Stanley Carded Hardware in stock. Each of the 55 popular items Stanley has carded is a *complete* sales unit . . . identifies itself . . . has screws attached . . . saves salesman's time, boosts your volume. Order from your wholesaler . . . display it prominently . . . let it sell itself!

The most famous doors in the world swing on Stanley Hinges

The Stanley Works, New Britain, Conn.

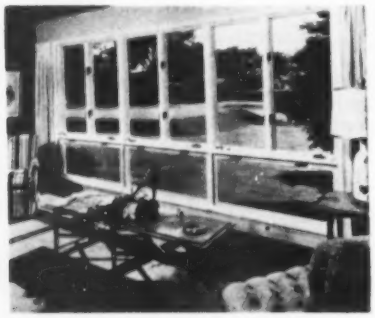
STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

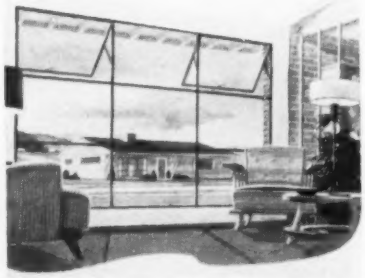
Etling Window

The unique double-hung Etling window that swings into the home for easy cleaning will be on display during the National Association of Home Builders Show, Jan. 18-22. Etling Window is said to eliminate stretching, straining, perching on sills or tipsy ladders to clean outside window glass. Merely press a thumb tab and both sash swing into the room within easy reach. Open or closed, both sash slide up and down, hang suspended at any height. The Etling Window is available in a complete range of sizes and styles, including picture windows with stationary center section flanked by in-swinging sash. Each is a complete unit, packed in a mar-proof carton or crate. It can be installed in less than five minutes. Write Etling Window, Barberton, Ohio.



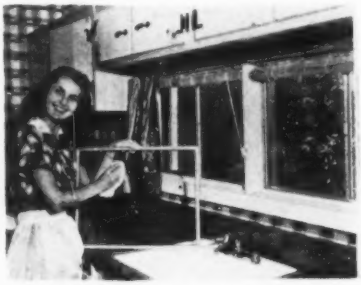
Flexivent Window

A new Flexivent Window, product of the Andersen Corporation, Bayport, Minnesota, manufacturers of Andersen Windowalls, provides choice of outswinging awning ventilation; inswinging hopper ventilation; outswinging casement ventilation; or fixed sash. It is expected to be used primarily for ribbon windows for bedrooms and in built-up panel type picture wall sections. The sash is hinged on friction hardware. Nine sizes are available in combinations of three different sash widths and four sash heights. Glass sizes range from 27" x 10" to 44¾" x 22". Write Andersen Corp., Bayport, Minn.



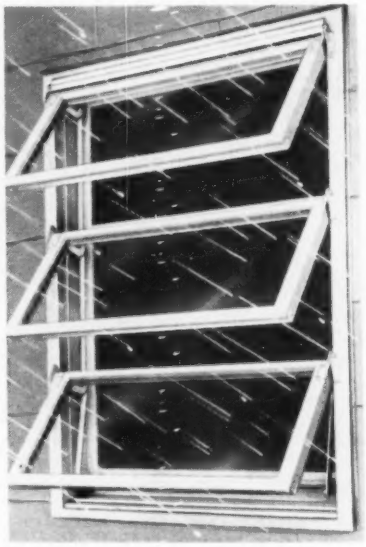
Truscon's New Ranch Window

The Ranch Window further expands Truscon's unmatched line of steel residential windows. In larger sizes the Ranch Window provides an attractive living room picture window; medium sizes can be used for dining rooms, dens and libraries; smaller sizes, for bedrooms. Frames are specially rolled, extra heavy steel sections, 1" deep. Thermopane glass may be fitted in both fixed and ventilating lights, and all units have provision for convenient screen installation. A special cam-acting locking handle is of solid bronze. Write Truscon Steel Co., Youngstown 1, Ohio.



Alwintite Windows

Alwintite announces a new Picture Sliding Window 3' 4" high by 8' wide. Two 2' sliding removable sash flank a fixed 4' picture window, providing an area of almost 50% ventilation. Also announced is Viewall Sliding Window, an all-aluminum window with nine lights. This window is 9' wide by 6' high. Integral Fin Trim is another Alwintite feature. With it a window need only be set in the rough opening and nailed to the sheathing; exterior siding materials are then brought against the Fin-Trim stop. No special sills, exterior wood trim or casing are required. Alwintite also is adding a new combination storm door to its line, a Triple Channel Combination Storm Window, with a removable floating sill. Write the Aluminum Window Corp., Garden City, N. Y.



New Gate City Catalog

Gate City's new catalog 87 is available free to all dealers and builders. It describes installation details for the famous Gate City Wood Awning Window—a window that fits any type of construction. A good carpenter can install a Gate City Wood Awning Window in a very short time; in brick, concrete block or stone it takes a little longer. Write Gate City Sash & Door Co., P. O. Box 901, Fort Lauderdale, Fla.

New Merchandising Display

Profitable sales can't be built with dull sales tools, in the opinion of Vetter Manufacturing Company. In support of that opinion, this

HASKO ARCH-KOR — Unexcelled Quality. Applies the proven principle of the arch to rib construction for added strength.

HASKO SOLID-KOR — Exterior Interlocking — brik-blok construction makes it impervious to weather conditions, provides perfect insulation, and sturdy dependability. Architectural inquiries invited.

HASKO MOBILE — Quality and Economy. Flex-core construction affords an unbelievable degree of warp resistance.

Through these doors pass the most satisfied customers in the world

...there's a trouble-free HASKO door for every opening

Where strength, beauty and durability are a necessity — there are Hasko Doors. The engineering features of balanced construction, gained in Haskelite's 27 years of wood lamination experience, insures you a door that is warp-resistant, has long life, and is of lasting beauty. You may buy cheaper doors, but none are more inexpensive in the long run than Hasko Doors.

Write today for catalog on any of the Hasko doors that interest you.

HASKO ROLLER DOOR — Another new Hasko packaged unit. Comes in single or multiple sliding door K-D units. Can be easily installed in any rough opening in about a half hour.

The NEW READY HUNG door unit

Entirely Complete — Jamb, stop, trim, butts, lock—everything installed—only 2 parts to handle. Install in 30 minutes, using only hammer, nails and level.

SEE HASKO . . . Booth 274
N.A.H.B. CONVENTION
Conrad Hilton Hotel
January 18-22 Chicago

HASKO

HASKELITE MFG. CORP.
Grand Rapids, Michigan

millwork manufacturer has developed a powerful merchandising display for its Weather Snug window unit line to sharpen the sales effort of its retail lumber dealers. The display is compact, colorful and informative to the point where a customer can see all the features without asking questions. The panel to the right of the sample window has a workable sash balance, and a section of the interlocking weatherstrip. The left panel illustrates and talks about Quick Switch combination storm and screen windows which constitute the outside of the window unit. Here, again, the customer can work his own demonstration, aided by a salesman. For Removable Weather Snug windows, the right panel illustrates and points out the removable feature and its advantages. The bottom part of the display shows a Mult-I-Vent basement window unit. Write Vetter Manufacturing Company, Dept. AL, Stevens Point, Wis.

Casement Window Trim

The complete inside-outside trim for metal casement windows is offered as a single package item by this manufacturer. Using only a hammer and nails the trim is quickly and easily installed at a lower cost than multiple piece window frames and trim. There are no extras to buy—the window sill, window stool, inside molding and outside trim, inside trim, fins, flashing—are all included. The trim is galvanized and Bonderized with a baked on coat of paint for weather-protection. Write Steelcraft Manufacturing Co., 9017 Blue Ash Rd., Rossmoyne, Ohio.

TOP QUALITY SOUTHERN

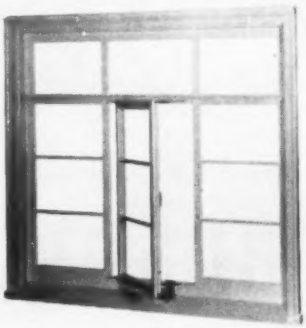
PINE AND HARDWOOD LUMBER

When you make Anthony Brothers your permanent source of supply you have every assurance of always getting consistently fine lumber. We have an excellent supply of good timber. Our three mills, cutting over 40,000,000 feet annually, are equipped with the most modern equipment. Years of experience is another advantage. But you will never know until you try a car.

ANTHONY BROS. WOOD CO.

PHONE L.D. 16

TWX 461 · P.O. BOX 86 URBANA, ARK.



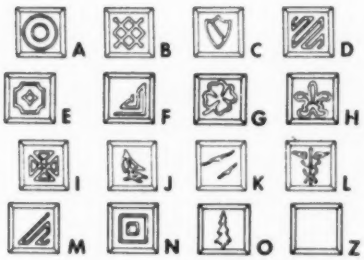
B-G New Styles and Sizes

Addition of 135 new windows to the Bee Gee line has been announced by Brown-Graves Co. With the new models, the Bee Gee line now includes 179 styles and sizes of all-wood picture and casement windows to meet every building and remodeling need. Once again on the market due to public demand is the Bee Gee "A" style, discontinued during the war. Every Bee Gee window is now available in two styles—Style "A", for a brilliant expanse of unobstructed glass, or Style "B", where the glass is divided to give long horizontal lines to blend with modern architecture. New "ribbon-type" picture windows have been added to the Bee Gee standard casement lines, featuring an enlarged center opening that gives the picture window effect while maintaining a very moderate price. Also being introduced is a new line of corner picture windows, offered in a full range of styles and sizes in both left and right-hand models. Write Brown-Graves Co., Akron 1, Ohio.

Insulating Glass Window

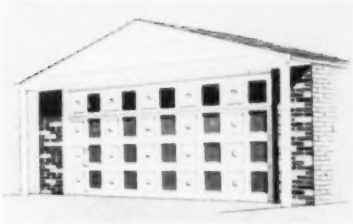
The Andersen Corp. is now offering wood casement windows, glazed with welded insulation, in a wide variety of one-light sizes. The glass is made by an improved method developed by one of the country's leading window glass manufacturers. Two panes of selected 1/8" "A" quality glass are held over the other while the edges are electrically welded or fused, resulting in a perfect all-glass seal having no metal or other bonding material. After annealing to further strengthen the glass, a small hole is drilled in one corner through which the air between the two panes is removed and replaced with specially dried air that is pressurized to withstand atmospheric pressures in all parts of the United States. Protection against condensation and frosting, plus elimination of extra handling of removable storm panel, are selling features to the homeowner. Write Andersen Corp., Bayport, Minn.

Doors



Carved Raised Panel Designs

The unique beauty of the "Carved Raised Panel" produced by Raynor Manufacturing Co., is built into the door at the factory. Constructed from 1" thick blanks, the design chosen by the customers is machine routed into the blanks to a depth of 3/8", giving the feeling of solid, ever-lasting beauty to the door. A wide variety of standard designs available as illustrated above and the panels can be arranged in any pattern desired. Special designs are also available. Due to the wide latitude of originality offered in the selection of a finished color scheme for the "Carved Raised Panel," the company states there is no limit to the individuality offered by the "Raised Panel" door. Extra raised panels are also available to be built into shutters and regular house doors enabling the homeowner to apply the "Carved Raised Panel" design to the entire house. Descriptive literature is available containing suggested color schemes. Write Raynor Manufacturing Company, Dixon, Ill.



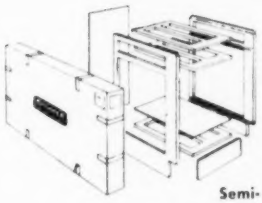
Garage Door Accessories

A new full-color brochure illustrates and describes the new "decorator door" effects obtainable on any stock Crawford Marvel-Lift door by means of the new Crawford customized design accessories. These accessories have been introduced in response to the demand on the part of architects, builders and homeowners for some means of creating individuality in the garage door without incurring the expense of a decorator-designed and custom-built door. The accessories consist of a series of decorative rosettes, shadow moldings and false louvers which are easily applied to the panels (and, if desired, to the stiles and rails in the case of the moldings) of any standard Crawford Door, by the installer, builder or homeowner, giving the garage definite individuality. The same accessories can be applied to the shutters and

DISTRIBUTORS follow the trend

GET YOUR SHARE OF THE

"DO - IT - YOURSELF" MARKET



Semi-Assembled

LOW SHIPPING COST . . . LOW WAREHOUSE COSTS . . . MORE PROFIT TO THE DEALER . . . AND MORE APPEAL TO THE CUSTOMER

in the luxury of Natural BIRCH

Complete your line
Be a Brammer distributor

BRAMMER

A real "OVER THE COUNTER" profit maker

Living Kitchens

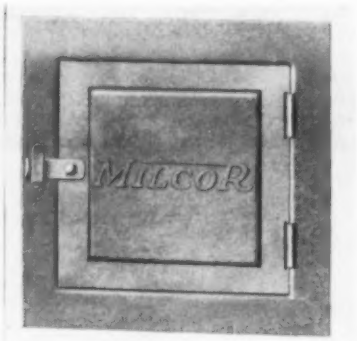
BRAMMER MANUFACTURING COMPANY, DAVENPORT, IOWA

When in Chicago Don't fail to see the Brammer display at 11-112 Merchandise Mart

or NAHB Convention, Chicago 6th Floor, Room 41A Conrad Hilton Hotel

SHOWROOMS: CHICAGO: MERCHANDISE MART • SAN FRANCISCO: WESTERN MERCHANDISE MART

doors of the house to create a decorative ensemble with high appeal to the home buyer and with considerable value to the development builder because it provides an easy means for putting personality into the individual house. For descriptive brochure write Crawford Door Company, 123-401 St. Jean, Detroit 14, Mich.



Milcor Doors

The new door catch on the Milcor Clean Out Door, illustrated here, provides a positive locking action, preventing the door from being blown open. The new door hinge assures lasting freedom of operation. The Milcor Clean Out Door is stamped from 16 gauge copper alloy steel. It is furnished painted. Size is 8" x 8". The Milcor Steel Access Doors reduce installation time—save on labor costs. No special cutting, alteration or adjustments to make—doors furnished ready to install. No special framing to build and keep up; save on painting costs, too. No sanding or filler coats before finishing. Furnished painted with coat of rust-inhibitive gray primer. Write Inland Steel Products Company, 4157 W. Burnham St., Milwaukee, Wis.

All-Aluminum Garage Door

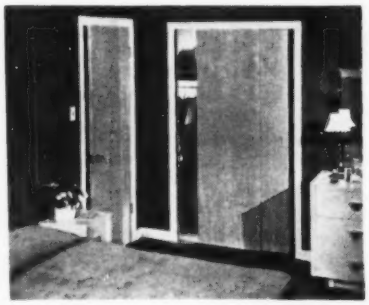
An all-aluminum overhead garage door with "Monocoque" facing, a method employed by the aircraft industry for strengthening aluminum, has been announced by Stevens-Thuet Co. Other construction and bracing methods used by the aircraft industry have been incorporated in the door which is available with either track or jamb type hardware. "Monocoque" is a type of crimp given sheet aluminum which presses out horizontal strips at a slight upward angle. The resulting metal withstands heavy concussion without denting—and resists vertical or horizontal distortion. The upward angle of the strips also avoids direct reflection of sunlight, permitting the unpainted natural aluminum finish to be used without reflected glare. By following simple directions the surface can be painted, if desired. Whether painted or not, the door may be washed down with a hose without danger of rust or warpage. The door is designed and constructed for absolute prevention of twist, sag or warp in any climate. Write Stevens-Thuet Co., 2165 Cowles St., Long Beach, Calif.

Wonder-Fold Folding Door

The Wonder-Fold folding door, brand new on the market, is of particular interest to lumber and building materials dealers because it is being marketed through them—not through interior decorators. Also, the Wonder-Fold is designed for the large mass building and modernization fields, ruggedly made and priced low for economy installations. Wonder-Folds are available in standard and custom sizes, with vinyl-fabric, Shantung and cowhide coverings. Each door comes packaged with simple installation instructions and all hardware is included. Besides their attractive appearance, Wonder-Folds save substantial floor and wall space, are quiet and smooth in operation, block unwanted drafts and noise. For information, write the national distributors: Wisconsin Door Sales Co., 10101 Lyndon, Detroit 21, Mich.

The Spacemaster

New Castle Products is introducing a new folding door, the Spacemaster. This moderately-priced door is reportedly the first folding door in the lower price category which has the same strength and rigidity as folding doors used for commercial applications. The Spacemaster has a steel frame with pantograph action plates at both top and bottom, and is covered with a vinyl plastic fabric. It will be available in one neutral color and three sizes for large and small closet openings and for room door openings. The cost of the Spacemaster per opening in new construction is said to be less than that for wooden swinging doors. The Spacemaster will be sold in complete package units to lumber dealers. Installation of these doors should take only 10 to 15 minutes. Ad mats, literature, installation instructions, how-to-sell folders for lumber yard personnel, and a floor display unit for Spacemaster Folding Doors, are available. Write New Castle Products, New Castle, Ind.



Birch Grain Closet Door

The American Welding & Manufacturing Company will exhibit its new steel birch-grain finish sliding closet door at the NAHB Show. All of the hardware with this new birch finished knocked-down unit is completely redesigned and can be installed by simply snapping

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REDWOOD FURNITURE

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Best because it's made of certified kiln dried Redwood.

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SELLS WINDOWS!

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- builders
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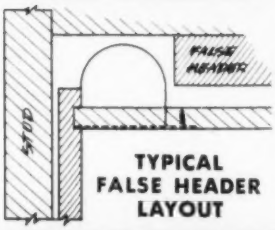
Better windows, truly counterbalanced, at amazing low cost!

Double hung windows become a good "talking point" when they're equipped with Pullman Sash Balances. Noiseless, trouble-free—guaranteed for the lifetime of the building. For homes, schools, hospitals—all kinds of commercial and industrial buildings. The Pullman method permits quick installation (10 to 15 minutes per window), uniform mortise size—wide scope in window design, maximum light area. Write today for full specs: Pullman Manufacturing Corp., 325 Hollenbeck St., Rochester 5, N. Y.



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You asked for it!

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A **New** Light Colored Adhesive

Miracle BRITE MAGIC Adhesive

the rugged glue for those hard-to-do jobs in new light color for many hundreds of new uses!

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"as described in Reader's Digest"
MIRACLE ADHESIVES CORP.
214 E. 53rd STREET, NEW YORK 22, N. Y.

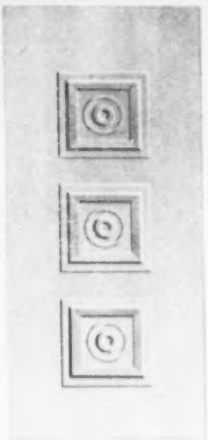
into place. Included in this hardware is a non-tarnishing plastic door pull — one for each sliding closet panel. Two self-adjusting, spring-held nylon guide keepers, bound in felt, are used with each sliding panel to prevent sway and derailing. These are also applied with the snap-in technique. Amweld's knocked-down steel sliding closet units come as a complete one-package carton which contains all hardware and necessary components for a complete installation available in 3-ft., 4-ft., 5-ft., and 6-ft. openings. Write The American Welding & Manufacturing Co., Building Products Division, 320 Dietz Road, Warren, Ohio.

Strand Lighted Display

Distributors and dealers are finding the big display pictured to be unusually effective in promoting the Strand garage door at home shows and similar events. The display is over 6′ high by 38″ wide and is 16″ deep. It is attractive and colorful, with illumination from inside. A number of the displays are available for loan for specified periods of time, but it is suggested that arrangements be made well in advance of use with your Strand distributor or with Strand Garage Door Division, Detroit Steel Products Co., 2244 Grand Blvd., Detroit 11, Mich.

Overhead Garage Door

Four-section construction is used in this new all-panel FL824 Overhead Garage Door. Door rolls overhead out of the weather. Comes complete with hardware including 2-way locking device. Pre-fitted for openings 8′0″ x 7′0″ and 9′0″ x 7′0″. Made with 1⅜″ thick W. P. Pine. Entire door treated with water repellent wood preservative. Also available glazed 2 lights or four lights. Write Farley & Loetscher Mfg. Co., Dubuque, Iowa.

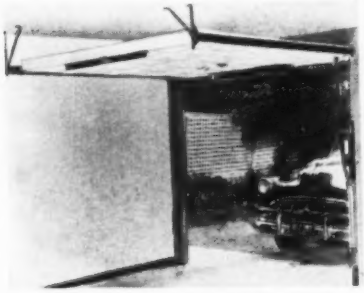


Exterior Doors

This new "Glamour" entrance door is designed for modern color styling. It is suitable for staining, natural finish or multi-color painting. Doors are 1⅜″ thick, White Pine, treated with wood preservative. 10″ stiles, cross-banded and veneered. 3-ply panels, 1″ thick. Five designs. Also available with glass top panel. Suitable for any architectural style. A descriptive folder is available. Write Farley & Loetscher Mfg. Co., Dubuque, Iowa.

The "Picture" Door

How-ell-dor, researching with the building industries' trend of new architecture, has designed, and added to its stock line, the "Picture" door. This sturdy quality door, manufactured by volume production, will be five sections high, two panels wide, second section open for glass, and 1⅜″ thick in sizes of 8′ wide x 7′ high and 9′ wide x 7′ high. Other sizes in this type can be made to order. A substantial saving for How-ell-dor customers using Low Head-room equipment available with the new Natural "7" track, where headroom is at a minimum of 7″. No special brackets or auxiliary track is required. Write Howell Manufacturing Co., Cottman St., and Hasbrook Ave., Philadelphia 11, Pa.



New Garage Door Hardware

The new Arrowsmith T150 track-type garage door hardware is designed for use on one-piece doors weighing up to 150 pounds and from 6′6″ to 7′ in height. Ball bearing rollers provide quiet rolling action, operating on tracks especially designed to prevent derailment. Only 2½″ headroom required and only 3″ sidewall clearance. Heavy steel weatherstripping effectively keeps out rain and snow. Heavy oil-tempered springs provide the lifting power. Precision engineering and design of the hardware prevents sticking, jambing, swaying or slamming. The Centerlock furnished with the set is complete with auto type cylinder and keys, but may be master keyed with house if desired. Write to Osborne Garage Door Hardware Division, Arrowsmith Tool & Die Co., 9700 Bellanca Ave., Los Angeles 45, Calif.

Garage Door Hardware

Ross Fowler is one of the world's three leading producers of jamb overhead garage door hardware. His firm, Sturdee Steel Products Co., acquired the distinction by maintaining a continuous research program designed to improve hardware manufacture and operation. The firm's early research indicated that hardware applied to the door jamb was the simplest and most extensive for builders to install. It works best with lumber doors. Using these findings, Sturdee concentrated on improving the strength and operation of the jamb type. Today, about 15,000 sets of jamb hardware are being made in Los Angeles and environs and shipped throughout the world each month. It is reported that Fowler has made the jamb-hardware-operated garage door, maintenance-free, convenient and so easy to operate that the modern homeowner is hardly aware of using it. Write Sturdee Steel Products Co., 6820 Brynhurst Ave., Los Angeles 23, Calif.

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Manufacturers of Highest Quality Forest Products

IDAHO WHITE PINE

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FOLD-A-WAY
STAIRWAY

- Soundly Designed
- Sturdily Constructed of Idaho White Pine
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YOU'VE GOT A SALE when you show your customers how Wel-Bilt Fold-A-Way Stairways give them extra room—how easy it is to convert attic space into an extra bedroom or playroom!

Install a Wel-Bilt display in your showroom. It's easy to do—and aside from Wel-Bilt sales you'll get companion sales for attic remodeling!

SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

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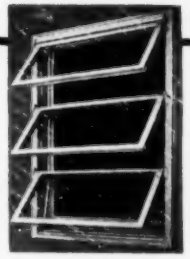
MORE PROFITS *with* Gate City

the *Fully Assembled* AWNING WINDOW



more good will with builders, because each unit is factory assembled for time-saving easy installation.

more acceptance with architects, because Gate City fits perfectly into every architectural design.

more user satisfaction, because of climate control advantages from tilted sash and tight weatherstripped closure.

more profits for you with the competitively priced awning window with an unmatched record of performance.

Profit Features Dealers Like!

Prompt delivery from a complete line of stock sizes and styles to fit every need. Warehousing of only three stock sizes to supply 75% of requirements.

Low cost handling because each window is packaged for easy storage and delivery to the job.

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Please send complete information for dealers in Gate City Awning Windows.

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Home Equipment

Home Indoor Incinerator

Although the home incinerator is not basically a new idea, it is now being offered by Majestic in a form that provides an economical, easy-to-operate, carefree home appliance that not only handles the wet and dry garbage disposal problem, but also provides a method of doing away with the majority of household rubbish and trash. The new Majestic downdraft incinerator culminates Majestic's many years of research and experience in the manufacture of home incinerators. For details write The Majestic Co., Huntington, Ind.

Home Intercom System

The new Executone Home Intercom System gives instant voice-to-voice contact from any room to any other part of the house; allows the housewife to run her home in comfort, without needless trips up and down stairs or to the door. Stations placed in strategic locations about the house simplify the tasks of housekeeping. When the doorbell rings, the housewife can find out who is there from any part of the house—even from the shower—and turn away unwanted callers without making a trip to the door. She can receive and reply to calls from any part of the house without touching or even approaching the station. Executone two-way voice communication keeps her in touch with the kitchen, the sickroom, the nursery. She can "talk" her child to sleep if he cries at night, and she can leave his bedroom station "open" for the night to hear the slightest sound. All stations operate through a central amplifier located in one of the closets. The cost of running the system is practically negligible. Running twenty-four hours a day, it uses about the same amount of current as a 25 watt bulb. Write Executone, Inc., 415 Lexington Ave., New York 17, N. Y.

Artificial Fireplaces

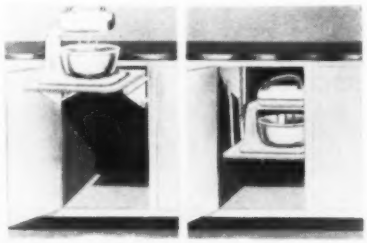
The artificial fireplace illustrated here is in mahogany with gold trim. The facing is in simulated marble of verdi green. The mantel is available in various finishes and facings and can be had in the natural marble colors of verdi green, breshe rose, black and gold or red brick. Sizes: 52" long; 42" high and 12" deep. The electric firelog is in oak, also available in silver white birch with glowing fire through the top and front. Specially constructed small logs at the base help to enhance the lighting effect. Size: approximately 23" wide, 13" deep and 15" high. Write The Rustic Crafts Co., Inc., 29 Humphrey St., Englewood, N. J.

Medicine Cabinet

Beauty plus utility is featured in the new Bannockburn medicine cabinet. This new model is a conventional cabinet behind a center mirror which fits in a standard wall opening, permitting simple installation behind wall studs. The new Bannockburn cabinet has such outstanding features as plate glass mirrors, stainless steel mirror frames, heavy-gauge steel cabinet and chrome-plated interior hardware. For complete details, write Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Mich.

Smith New Ritesize Sprayer

Here are the specifications for this 2-gallon size sprayer designed for the ladies, and for those who want a compact, lightweight compressed air sprayer: dome top welded tank, 5-feet oil-proof hose, 16-inch curved brass extension, all-brass adjustable nozzle, brass pump, built-in funnel, Neoprene oil-proof gaskets. This Ritesize model is easy to operate, easy to fill and easy to use. Write D. B. Smith & Company, Utica, N. Y.

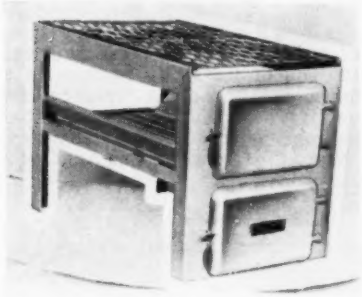


Mixer Shelf Hardware

This new mixer shelf hardware is designed specifically to swing a small appliance storage shelf up out of the cabinet and lock it securely at a convenient working height. The hardware was designed primarily for use as an electric mixer shelf, but because of its adjustable spring tension and adjustable shelf width, it may also be used as a typewriter table, snack bar, bread board, vanity shelf, or radio table. It is smooth in operation, sturdy in construction, and will not stick or wobble when in motion. A gentle pull on the shelf and it swings to the "up" position for handy use. A slight pull on the trigger release and the shelf swings down for convenient storage. The M-15 is finished in rust-resistant electroplated Chrome Tone and comes packed in sturdy cartons with all screws necessary for installation. It has a minimum height requirement of 22½" in the cabinet opening. Maximum shelf size front to rear is 15". Write Washington Steel Products, Inc., Tacoma 2, Wash.

Disappearing Stairway

The Bessler disappearing stairway is a substantial, safe and practical flight of stairs for one or two-story residences and others types of buildings, providing proper stair access to an upper floor when desired, and leaving clear the floor space ordinarily occupied by stairs when that is wanted. While not in use, the stair slides into the ceiling out of the way. The Bessler has been in successful use for over 40 years. Seven safe wood models are available. All models can be furnished with either pine, oak or birch doors. Write the Bessler Disappearing Stairway Co., 1900 East Market St., Akron 5, Ohio.

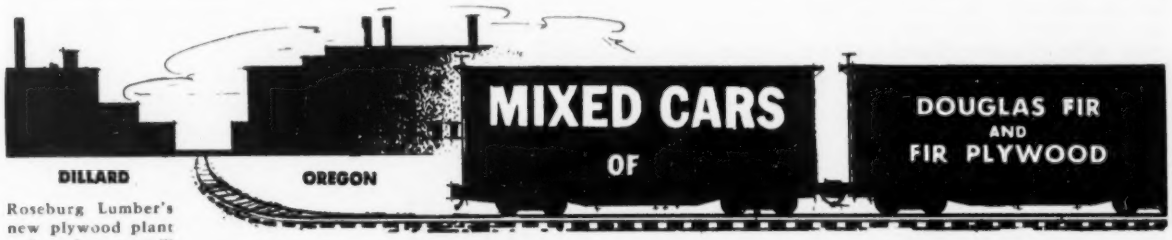


New Budget-Price Grille

The new Junior skeleton grille designed for simple masonry enclosure, is a pressed steel assembly electrically-welded into a complete cooking unit. The unit serves as a form around which only a small amount of brick or stone is required. The Junior (shown here) also offers the sliding steak broiler top and has a cooking surface 14½x21½. It comes in heat-resistant aluminum finish. Another model, the Hancock Barba-Grill requires no masonry. It is a ready-to-use all metal unit with the new broiler top. This unit, too, has the famed "fuel-saver" fire grate, fuel door and other features. The cooking surface of the Barba-Grill is the same size as the Junior, its overall weight 10 pounds heavier or 60 pounds. Write Hancock Iron Works, Pontiac, Mich.

Have Formica Counter Tops

Two of the best known names in the kitchen equipment field have joined forces with the announcement by Mullins Manufacturing Corp. that its Youngstown Kitchens can now be purchased with Formica counter tops. The new feature became practical as the result of intensive developmental work by engineers of the Mullins and Formica firms which made it possible to veneer Formica to Youngstown steel cabinet tops. Formica will not craze or crack and is unharmed by boiling water, fruit acids, alcohol and household alkalies. Its smooth, non-porous surface resists staining and is easily wiped clean with a damp cloth. Youngstown kitchen dealers from coast to coast now offer all unit top sizes with Formica surfaces. Units will continue to be available in a choice of three other top materials previously offered. Write Mullins Manufacturing Corp., Warren, Ohio.



Roseburg Lumber's new plywood plant and modern sawmill plant at Dillard, Oregon, adjoin each other for fast, prompt shipment. Your order is filled simultaneously from both plants, assuring meticulous care on your exact requirements.

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Put your needs in Old-Growth Douglas Fir and Fir Plywood to Roseburg Lumber! You'll receive the best in service and quality.

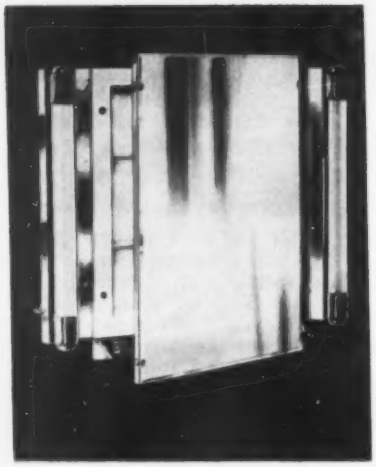
Roseburg's new plywood plant—producing 50 million feet annually of fine Fir Plywood—and its modern sawmill with a 100 million feet annual capacity, combine to offer you outstanding manufacturing and shipping facilities.

MIXED CARS TO SUIT YOUR NEEDS

Kiln-Dried Douglas Fir Dimension, Boards and Bundled Uppers
Fir Plywood, both Exterior and Interior Grades

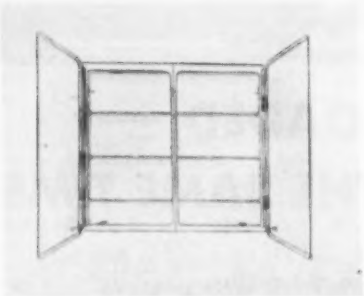
ROSEBURG LUMBER CO.

General Offices and Sales ROSEBURG, OREGON PHONE: 3-5561 Sawmill and Plywood Plant DILLARD, OREGON



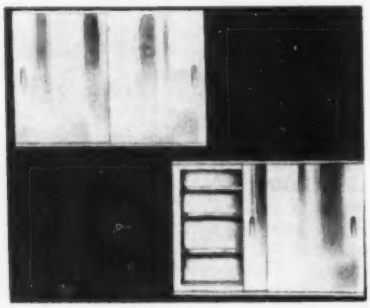
Deoderizing Medicine Cabinet

This new deoderizing all-steel medicine cabinet is practical, easy to service, and costs only 1/5¢ per day to operate, says the manufacturer. The high-grade plate glass mirror is fluorescent-lighted by two 15-watt fixtures. Two spacious shelves are adjustable to different heights. There is also a handy razor-blade drop and outlet. Ultraviolet rays insure a constant curb on odors in the bathroom. A manual switch enables the user to have Ozan on day or night, whether the cabinet door is closed or open. The mirror size is 16x22; the cabinet size is 13x16½; the required wall opening 14x20. For complete details write Standard Steel Cabinet Co., 3701 Milwaukee Ave., Chicago 41, Ill.



Mr. and Mrs. Cabinet

The addition of the Mr. and Mrs. bathroom cabinets makes over 60 models in the Jensteel line. The Mr. and Mrs. cabinet has as much room as two regular size cabinets, with a double size mirror, 32" x 26". Both sides can be conveniently opened at the same time. This cabinet has six adjustable bulb-edge "Protecto" glass shelves with non-tipping shelf brackets. It is equipped with Mirror-Brite stainless steel frame, plus positive closing bullet catches. The design of the Mr. and Mrs. cabinet eliminates scratching, marring or chipping of glass doors. The outside corners are square to facilitate tile setting. The Mr. and Mrs. cabinet can be installed by using two standard size rough openings, left and right, of any 16" center stud. This saves the job of installing headers in a large rough opening which would entail the removal of one stud section. Write Jensen Industries, 159 South Anderson, Los Angeles 33, Calif.



Sliding Door Medicine Cabinet

A sliding-door medicine cabinet, Model No. 6,000, has been announced by American Builders Supply & Cabinet Co. The cabinet features plate-glass mirrors with overall dimensions of 30x20. The required wall opening is 18"x28". Shipping weight is 40 pounds. For detailed information write American Builders Supply & Cabinet Co., 8336 Olcott St., Niles, Ill.

New Sliding Stairway

Designed especially for use by large volume home builders, this new sliding attic stairway combines competitive pricing with speedy, minimum opening installation. Called the EZ-Way Sliding Stairway, the unit features a sturdy, one-piece ladder that travels vertically in two wooden tracks, secured to the top of the hinged ceiling panel. In closed position, the stairway lies flush on the attic floor. When the ceiling panel is opened with a hook-end dowel and a simple catch released, the ladder slides down into open position, ready for use. The stairway has a "natural" counterbalance and requires no additional balancing devices. A right hand guard rail ensures safety for children and elderly people. A special feature of the unit is the one-piece ladder, which is readily detachable from the rest of the stairway for utility use around the home. Installation of the stairway is swiftly made by screwing ceiling panel hinges to the finished jamb. A panel opening only 24" by 36" will accommodate the new Ez-Way unit, or—by cutting down the panel—the sliding stairway can be installed in a 20" by 35" opening. Write Ez-Way Sales, Inc., Box 300-H, St. Paul Park, Minn.

Simplified Kitchen Cabinets

New and simplified kitchen cabinets designed for easy installation of the popular elevated oven and counter top stove have been produced by The Long-Bell Lumber Co. and will be on display at retail lumbermen's conventions in 1953. The same three-inch module has been maintained and the new units blend harmoniously with other Long-Bell kitchen cabinets. The new units were placed in distribution this month. Long-Bell kitchen cabinets are precision manufactured from western woods and give the home planner a wide variety of arrangement. Beautiful rift grain doors bring natural beauty to many modern decorative schemes. The cabinets fit most any space and are readily adapted to new or old construction. New advertising literature is also being made available this month to Long-Bell kitchen cabinet jobbers and retailers. Write the Long-Bell Lumber Co., Longview, Wash.

30 DAY FIRE GUTS WAREHOUSE

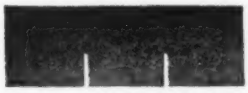
FAILS TO DESTROY STOCK OF FIRE-CHEX ASBESTOS-PLASTIC SHINGLES STORED INSIDE

"We Saw it With Our Own Eyes! Carey Fire-Chex Shingles are Fireproof!", Say Officials of Mohawk Building Materials Corporation

RENSSELAER, N. Y., December 6, 1951 —The fire that broke out on November 6 and destroyed two sections of the Rensselaer warehouse, owned by the Mohawk Building Materials Corporation, was finally extinguished last night, 30 days after the alarm was turned in.

Although the fire in most sections of the building was brought under control within ten days, it smouldered in the insulation board and roofing section for a full month. In this section, eighteen inch brick walls collapsed during the early stages of the fire, burying the roofing and insulation to a depth of over ten feet. Firefighters scored complete victory last night, when they spread this mass with a bulldozer and extinguished the flames.

As the rubble was cleared away, several piles of Carey Fire-Chex shingles were observed to be still standing. The wood pallets on which the shingles were piled had burned away, and the paper cartons were gone, but the shingles were still in good condition. Officials of the Mohawk Building Materials Corporation stated that the Carey Fire-Chex shingles were just slightly stuck together on the 12" edges, but not enough to prevent sliding them out from beneath the wire ties. "We saw it with our own eyes. Carey Fire-Chex shingles are fireproof," said C. Lawrence Fenner, vice president of the firm.



Fire-Chex asbestos-plastic shingles are an exclusive product of the Philip Carey Mfg. Company, Lockland, Cincinnati 15, Ohio, widely known manufacturer of asbestos and asphalt building materials. Coated with a patented asbestos-plastic, Fire-Chex have been tested by Underwriters' Laboratories, Inc. and found to resist fire so effectively that they are rated "CLASS A" without underlayment by Underwriters' — the highest possible rating for fire protection. Fire-Chex are the only roofing material of any kind to carry this highest fire-protective classification.

Steel I Beams Twist Like Pretzels . . . But Fire-Chex Virtually Unscathed During "Baptism by Fire"

FIRE-CHEX are 'tops' for beauty, too! They're the only shingles designed for application in gorgeous Shadow Blend Roof Designs, copyrighted as 'works of art.' Ask your Carey representative to give you the profit-pyramiding facts about FIRE-CHEX — pronto! Or, mail coupon for sample of Fire-Chex and informative literature!

Underwriters' Laboratories, Inc. ROOFING MATERIAL 1/4 SQUARE CLASS A

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Lockland, Cincinnati 15, Ohio

Visit us at the N. A. H. B. Convention, Chicago, Jan. 18-22, Booth No. 23 & 24

THE PHILIP CAREY MFG. COMPANY
Lockland, Cincinnati 15, Ohio
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Montreal 3, P.Q

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Please send me a sample of Carey Fire-Chex asbestos-plastic shingles and informative literature. I will not be obligated in any way.

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CITY _____ ZONE _____ STATE _____

Push-Button Extinguisher

Pyrene Manufacturing Company has introduced a revolutionary push-button home fire extinguisher. It is a handy pint size and first in the industry designed specifically to harmonize with modern household interiors. The extinguisher is constructed simply of stainless-steel shell and red-plastic head, discharges a 25-foot stream of extinguishing liquid by air pressure at the touch of a finger on a push button in the head. When the button is released, there is positive shut-off. The extinguishers are delivered to the dealer in cartons of three. Each extinguisher comes with a red wall bracket and is packaged individually in a box which converts into a colorful counter display. Twenty-five two-color counter circulars, which can also be used as envelope stuffers, and an arresting three-color point-of-sale streamer are included in every carton of three units. The extinguisher, which weighs only two and a half pounds filled, is easily readied for action again once it has been used. Write Pyrene Manufacturing Company, Newark, N. J.

New Barbecue Model

This new economy patio and inside fire place model has the famous Huntington cone-shaped fire box with its patented features. Actually it is a Huntington barbecue without the warming oven, warming jars, carving board and all steel rolling buffet. It offers the well-known Huntington barbecuing advantages of proper fire bed, economy of charcoal and "oven-cooking efficiency". All Huntington barbecues require only a small fire bed because they barbecue with reflected heat — using the same principle as the early pioneer reflector ovens. This feature, it is claimed, not only saves charcoal, but barbecues meat . . . rather than burns it. The new model serves up to 12 persons. For use in the fireplace it can be set low (16 inches) to give plenty of clearance on top. For patio and picnic it stands higher (24 inches). It has an ash receiver to make it safe to use on lawns, wooden floors, etc. Write Huntington, La Canada, Cal.

Steel Picnic Table Frames

With these steel leg frames, you merely take two 2x4's and five 10" planks, bolt them together, and you have an attractive, sturdy picnic table. Principal advantages are: simple and easy to assemble and to knock down for winter storage; greater strength because of corner steel bracing; lighter over-all weight; and low cost. Recommended length is six to eight feet. Chief advantages to the lumber and building material dealer are: (1) The dealer pays freight on 32 pounds of steel frames only and supplies the lumber from his own stock; (2) The dealer may use these frames to build and assemble picnic tables during the off-season and sell the complete table; or (3) he may merely cut the lumber to length for the customer and let the home owner assemble the table himself. Thus these frames fit in perfectly with any "Do-It-Yourself" promotion to the home owner. And while designed for home trade, many dealers are using them to land local park jobs. In 1953 Heyer will have manufacturing facilities in Ohio and Illinois and will distribute nationally. Both dealers and distributors may write: Heyer Sales Company, Milledgeville, Ill.

Royal-wood Kitchen Cabinets

Sleek, modern, Raymond-Loewy designed and to be introduced to the trade at the NAHB Convention is this beautiful line of wood kitchen cabinets. Special features are the trend-setting design in wood cabinets, Westinghouse Micarta counter tops, cabinets in color or white, adjustable door hinges, dozens of cabinet styles and sizes for flexibility of arrangement, economical one-piece counter tops, all accessories and many special construction units. The Royal-wood line was designed to provide custom kitchens at mass-produced prices. For literature write The Mengel Company, Cabinet Division, Louisville 1, Ky.

Dishmaster

The Dishmaster is a heavy chrome-plated combination swing spout and dishwasher which replaces faucets and is a permanent sink fixture. A concealed tank holds detergent solution which can be mixed with the clear water. A patented aeration chamber aerates the detergent suds which flow through the dishwasher's nylon brush making them work faster on dirt and grease. A push button on the handle of the brush is connected by hose to the water and detergent supply, permitting the operator to mix detergent with the water by pressing the button and to run clear water by releasing it. The aerated suds do not splash. Releasing the button causes clear hot rinsing water to flow. The unit fits any sink, table type as well as wall type and can be installed easily. Write Gerity-Michigan Corp., 1365 Beecher St., Adrian, Mich.

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Kitchen remodeling is big business. Whether you do the work yourself or just stock materials, you can cash in on this growing market if you stock, display and sell NEVAMAR. This super-smooth high-pressure laminate creates beautiful surfaces on cabinets, sink tops and work tops. It never needs painting or refinishing. NEVAMAR is available in a wide range of colors and popular wood-grain patterns. It offers you a source of extra sales and profits well worth investigating.

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TWO TYPES OF ATTACHING BRACKET—*Tension is applied DURING installation by winding hinged bracket arm (on "L" type); AFTER installation by turning tensioning screw on both "L" and cup types.*

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Heating Ventilating-Electrical Plumbing-Air Conditioning

Beneform Universal Damper

Nothing adds so much sales appeal to the modern home as a distinctly styled fireplace. This has been proved in thousands of Levitt Homes—for which Bennett-Ireland has been providing special dampers since 1938. As a result of this long experience, the firm has developed the new Beneform Universal Damper which offers unlimited fireplace design possibilities, also construction economy. Any one of six basic types of fireplaces—in a full range of sizes—can be built around Beneform. Write Bennett-Ireland Inc., Norwich, N. Y.

For installing asbestos cement-type wallboard use Hassall wallboard drive screws. Specifically designed with spiral threading for better holding power. Supplied with nickel-plated finish with either casing or button heads. Advise quantities. Prompt delivery.

Hassall

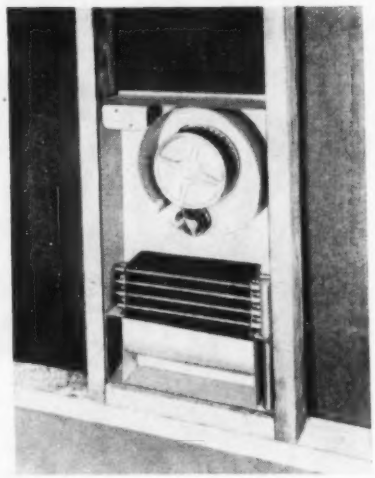
JOHN HASSALL, INC.
160 Clay Street
Brooklyn 22, N. Y.
Established 1850

Economy Furnaces

The International Heater Company announces a greatly enlarged line of Economy gas and oil fired furnaces. These new units are factory assembled and designed specifically for the small home market. The new Economy oil line features two assembled Hi-Boys of 84,000 and 96,000 Btu output, two assembled Lo-Boys of 84,000 and 96,000 Btu output—with and without vestibule, and an assembled 84,000 Btu gravity model. Two new small oil Counterflows of corresponding size are also in the production stage. Additions to the International Economy gas line include three new assembled Hi-Boys of 65,000, 82,000 and 100,000 Btu input—with and without vestibule. There are also three new Economy gas Lo-Boys from 70,000 to 103,000 Btu input, with and without vestibule. Write International Heater Company, Utica, N. Y.

Heat Circulating Fireplace

The improved Model "S" Heatform, the Superior heat circulating fireplace unit, gives a wider selection of placing the cool air inlets and warm air outlets. If you desire, you may locate the cool air inlets in the raised portion of the hearth and bring the cool air beneath the hearth into an opening provided in the back wall of the unit (as shown in the perspective drawing). Where a raised hearth is not used, then air inlets are placed as shown on the elevation. The warm air may be returned to the home through the standard front panel outlet grille, or through two grilles placed as shown in the elevation drawing, or if preferred, the inlet and outlet grilles may be made of masonry, properly spaced and soldered, to allow sufficient air intake and outlet, as illustrated in the perspective drawing. Write Superior Fireplace Company, 1708 E. 15th St., Los Angeles 21, Calif.



Penn Air-rad

This new-type radiator permits zone-control heating room-by-room. Sized to fit between standard studs, it reduces carpentry. No chain dampers . . . no radiator dampers . . . no air vent valves or tanks. Permits hotels . . . motels . . . institutions to hold vacant rooms at fuel-saving temperatures . . . then raise temperatures fast as rooms are rented. Full heat output in 25 seconds. Write Penn Boiler and Burner Manufacturing Corporation, Lancaster, Pa.

Wall Radiant Heetaires

Automatic and manual wall radiant Heetaires specially engineered for auxiliary bathroom heating, are illustrated in a special folder. Included in this bulletin are pictures and specifications of the 230 series Built-In Wall Fan-Glo Heetaires (infra-red rays plus fan-forced heated air) and the 240 series Built-In Wall Radiant Heetaires (infra-red radiant heat available). Both series are with either built-in thermostats or manual control; 230 series in wattages from 1250 to 1500—the 240 series in wattages from 1000 to 1500. In addition to complete instructions on installing these Heetaires in new or old walls, the folder contains a guide on choosing the correct Heetaire for every purpose. This includes an analysis of the four features to be considered in bathroom auxiliary heating. Write Markel Electric Products, Inc., Buffalo 3, N. Y.

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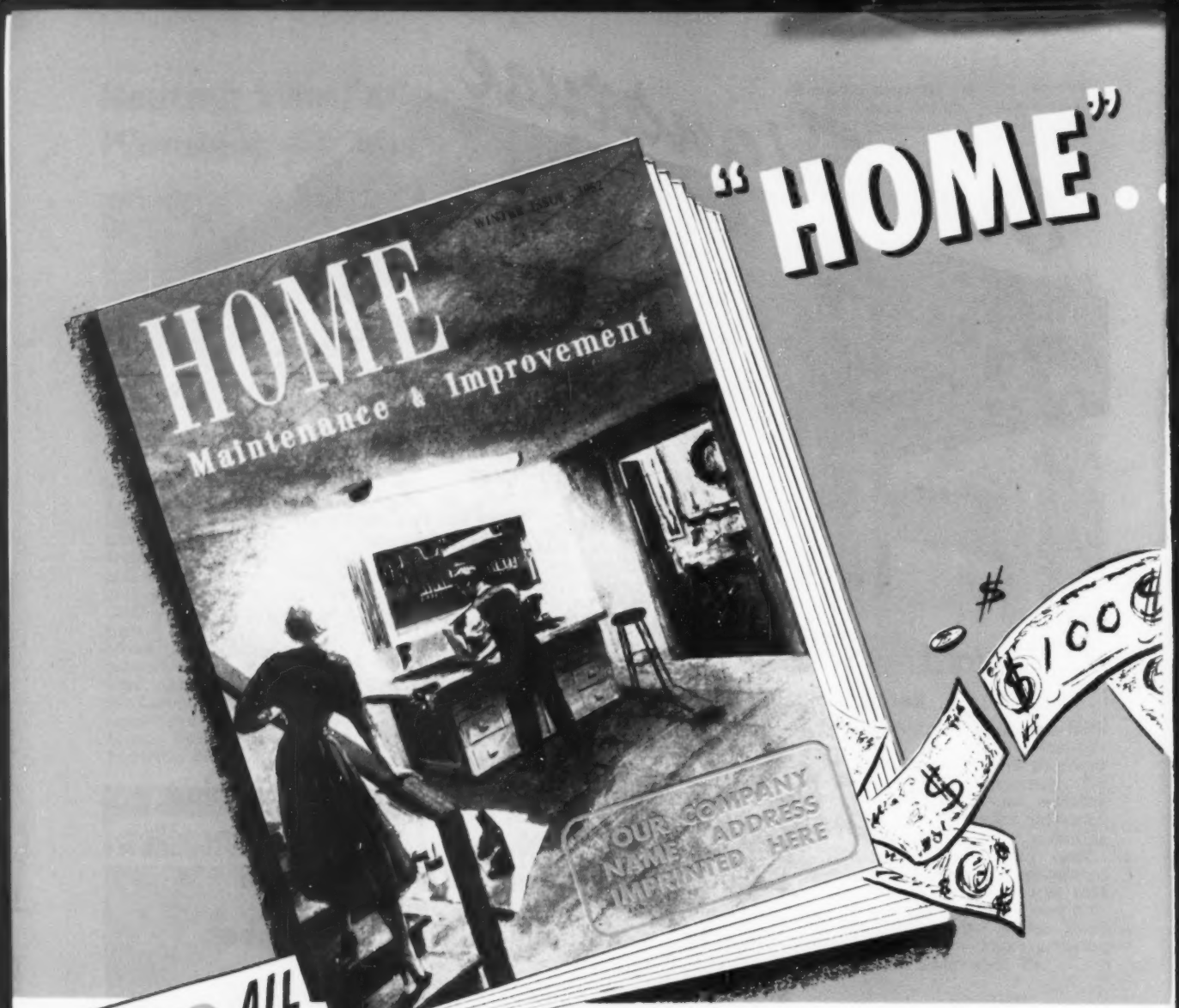

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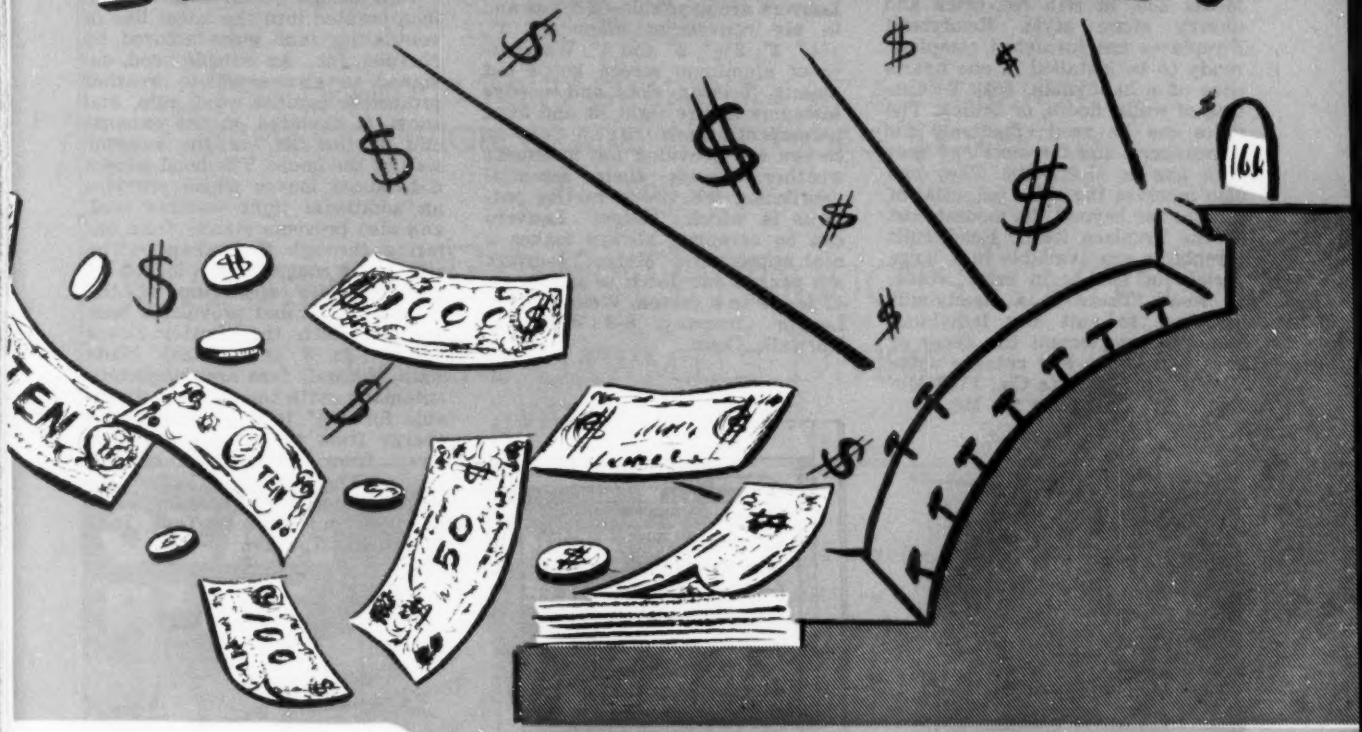

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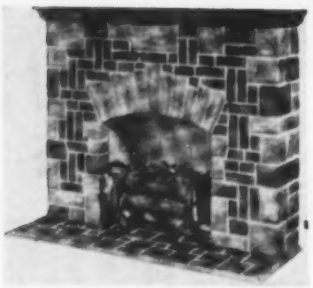


A Readybuilt Fireplace

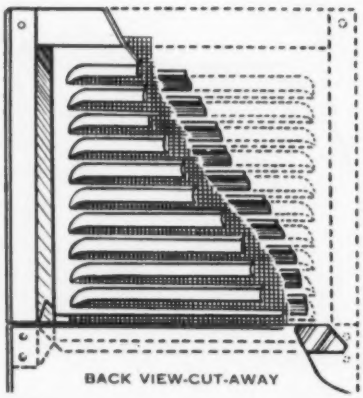
Here is the Readybuilt Fireplace Model 360, in rich red brick and quarry stone style. Readybuilt Fireplaces are furnished complete, ready to be installed in one hour's time of a handyman, with no cutting of walls, floors, or ceiling. The units can be used effectively for atmosphere, and for auxiliary heat with gas or electricity. They can also increase the sales potential of a home far beyond the modest cost of the fireplace itself. Readybuilt Fireplaces are available in a large variety of models in brick, stone, or wood. There is a Readybuilt Fireplace to suit any individual taste, or complement the decor of any type home. For catalog write Readybuilt Products Co., 1705 McHenry St., Baltimore 23, Md.

X-Halers Trap Moisture

X-Halers provide ventilation for tight frame walls. Moisture generated in the home must escape through walls when doors and windows are closed. It penetrates to the inside of the exterior paint. There the sun turns it to vapor which swells causing paint blisters. X-Halers vent trapped moisture. They are fireproof aluminum; exclude rain and insects; the inside end is closed to avoid cold spots where condensed moisture within the home would spoil decorations. Size ¾" x 3½". For information write Cornwall & Co., 566 East 200 St., Cleveland, Ohio.

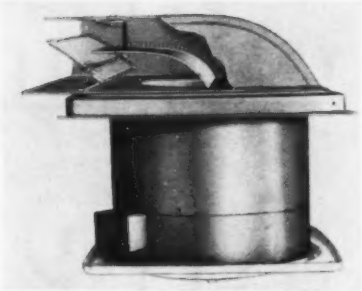
The "Midget" Louver

Handy, all-aluminum "Midget" Louvers are the modern, practical answer to many ventilation needs. Installed in gable ends, eaves, soffit, sidewalls, and above the sill in unexcavated cellar areas, as few or many as needed may be used for desired air flow. Installing "Midget" Louvers is simplicity itself. Just a few minutes work with an electric drill and hole saw—then tap them gently into place. No nails or screws needed. Troublesome, costly removal of siding and sheathing is eliminated. "Midget" Louvers are available—2 types and in six convenient diameters 1", 1½", 2", 2½", 3" and 4". Weatherproof aluminum screen keeps out insects. Tension slots and swedge fasteners assure tight fit and firm, permanent anchorage. Snap-on covers are provided for inclement weather. Beside their essential ventilating job, the attractive patterns in which "Midget" Louvers can be arranged always makes a neat appearance. "Midget" Louvers are packed one dozen in a box and 12 boxes to a carton. Write Midget Louver Company, 6-8 Wall St., Norwalk, Conn.



Allweather Louvers

The new Rudeen Allweather Recessed Louver requires no wall framing in installation and is intended for use in new construction or on re-siding jobs. This louver is made of electrolytic zinc-coated steel which is treated with "Bonderite" to give the product more rustproof qualities. It also gets a spray coat of aluminum paint. The recessed louver is of a double fin construction, and all sizes are provided with plastic screen as well as a drip edge at the bottom of the louver for protection. The manufacturer reports Allweather Recessed Louvers permit up to 70% more ventilation than any ordinary louver. Write N. H. Rudeen Company, 1645 Hennepin Ave., Minneapolis 3, Minn.



NuTone Ventilating Fans

New design features have been incorporated into the latest line of ventilating fans manufactured by NuTone, Inc. An outside hood, designed to give complete weather protection against wind, rain, and snow, is mounted on the exhaust end of the fan, on the exterior wall of the house. The hood houses a balanced louvre which provides an additional tight weather seal, and also prevents insects from entering through the exhaust. The shutter is magnetically locked to prevent noisy clattering of the louvre. A felt mat provides a base against which the shutter closes quietly. In 8 and 10-inch blade sizes, the wall fans are completely automatic, with the sleeves adjustable for 4½" to 9½" walls. Discharge from the hood is directed away from the outside of the house. The sleeve is locked together at three points for rigid construction. Write NuTone, Inc., Cincinnati 27, Ohio.

Contemporary Lighting

The demands of modern living have turned yesterday's luxury lighting into today's necessity. Home modernization, remodeling, and new construction are calling for a greater variety of home lighting than ever before, and the accent is on decorator styling and colors. In response to this demand, Moe Light, Inc., world's largest

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Ozan Pine is light, bright, straight line ripped lumber. Soft textured and easily worked, it dresses smooth, takes any finish.

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Choice of buyers and builders across the country, you, too, will like Ozan Soft Pine. Specify Ozan on your next order!

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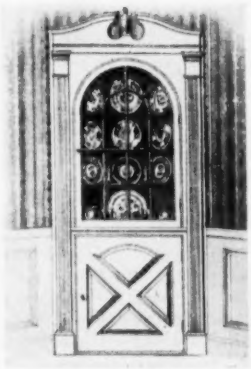
GREGG *Colonial Corner Cabinets*

10 Beautiful Styles

All authentic Early Colonial designs faithfully reproduced.



Style No. 74A

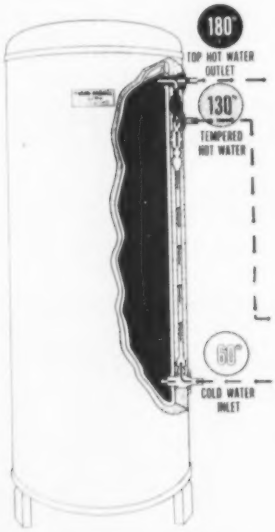
Thoroughbred representatives of an era of fine design and superior craftsmanship. Truly Colonial in every detail. Masterpieces of beauty. Quality assured by superior materials and unsurpassed workmanship.

Shipped complete, ready to assemble.

Write for complete descriptive folder.

GREGG & SON, INC.
21 Blandin Ave. Framingham, Mass.
Factory — Nashua, N. H.

manufacturer of home lighting, recently introduced a completely new line of Contemporary and Accent Lighting, priced for volume sales. Decorative as well as functional, the new designs can be adapted to either modern or traditional decor. Included in the selection are flexible-arm twin accents for ceilings and walls, classic and casual hanging lamps, recessed lighting, and valances which can be painted or papered. Innovations of particular interest are snap-on reflectors for mix-or-match colors; brass plus color; and hanging lamps designed in two-stem sections that permit variations in overall length from 27" to 51". Featured decorator colors are satin black, chartreuse, terra cotta, and tone white. Write Moe Light, Inc., Fort Atkinson, Wis.



Duo-Temp Laundrymaster

Especially developed to meet the hot water demands of the automatic clothes washer and automatic dishwasher is the new Duo-Temp Laundrymaster. Introduced by the Ruud Manufacturing Company, this revolutionary gas water heater for the first time provides households with water of two different temperatures from a single tank. A home-size water heater, the Laundrymaster utilizes two separate lines of water, assuring families a constant supply of water at the right temperature for every washing job. From the 180 degree outlet of the Duo-Temp heater, a line is run directly to automatic clothes washer and dishwasher. A second source of water, mixed to the moderate temperature of 125 degrees, goes into other household faucets for general home use. Write Ruud Manufacturing Co., Pittsburgh, Pa.

Built-in Units

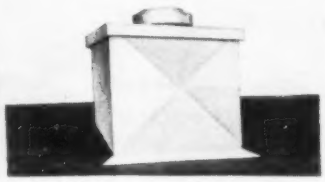
Automatic ignition is a new feature offered by the Chambers Corporation for its In-a-Wall gas ovens. In the kitchen shown here, two Chambers In-a-Wall ovens and a four-burner In-a-Top gas cooking unit are grouped to enhance the step-saving sequence of food preparation. Like standard Chambers ranges, the In-a-Wall oven "cooks with the gas turned off," heating food thoroughly once, and completing the cooking process on retained heat. Built into a kitchen cabinet, the burner unit is completely detached from the oven itself. The Chambers exhibit is booth 226 at the Home Builders' Exposition. For details write Chambers Corporation, Shelbyville, Ind.

New Plastic Bathtub

This Fiberglas-reinforced plastic bathtub weighs 17 pounds — compared to 180 pounds for a steel and enamel tub and 350 pounds for a cast iron and enamel tub of approximately the same size. While its extreme light weight makes it particularly suitable for use in trailers, the tub can also be utilized in the construction of smaller houses and in home expansion. Unlike enamelled tubs, the Fiberglas ones will not chip and even severe impact will not cause a dent. Labor costs in installation are reduced and corollary savings in handling are effected by the light weight. Conventional fittings and fixtures are used, presenting no problems to plumbers, builders or owners. In appearance the Fiberglas tubs resemble the conventional enamel ones. They have a high gloss and are available in four colors and white. The high-strength, light-weight material of which the tubs are made is similar to that used in many new industrial products, including custom automobile bodies. Pound for pound it is stronger than steel. Write Strand-Plax Building Products Company of Birmingham, Mich.

The Restal Receptor Bath

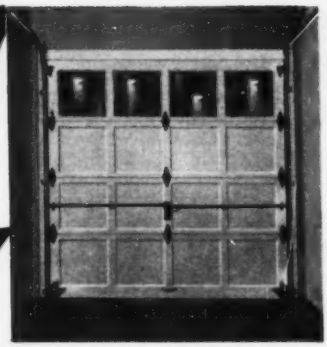
Measuring only 38 by 39 inches, this enameled cast iron Restal Bath by American-Standard doubles as a bath tub and shower receptor. The bathing area is set diagonally in the almost square tub, which also features an integral seat for extra comfort when taking a shower or soaking tired feet in warm water. Ideal for both tub bathing and showers, the Restal has a wide, flat bottom for added safety and is only a foot high. Specially compact, the Restal Bath makes a second bathroom possible in many houses where space is at a premium. Write American Radiator & Standard Sanitary Corp., Pittsburgh 30, Pa.



DeLuxe Vitroliner Chimney Top

Here is the new deluxe housing for the regular Vitroliner prefabricated chimney which is designed to harmonize with the architectural lines of larger and more elab-

GARAGE DOORS and *Electric* OPERATORS by



WAGNER

"ROLLEZY"—Model 326 Overhead Door (illustrated above) is now made in 32 standard sizes from 8' x 6' 6" to 16' x 7'. Here's a top quality easy operating, low priced door that will win trade and hold it for you.

"GLIDEOVER"—Made in a wide range of overhead models and sizes from 8' x 7' to 24' x 24', which enables you to meet all residential and commercial requirements.

"AUTOMATIC DOORMAN" — The magic push button electric operator for opening and closing **ANY** make or type of sectional overhead garage door and most makes and types of one-piece doors.

Ask for Garage Door Bulletin 53 AL

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WAGNER MANUFACTURING COMPANY
CEDAR FALLS, IOWA, U.S.A.

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Sizes up to 4 inch

A COMPLETE SELECTION OF WOOD KNOBS AND PULLS FOR DRAWERS, CLOSETS, CUPBOARDS, ETC.

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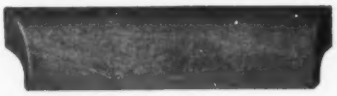

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EASY INSTALLATION

With the . . .

HUDEE® Ideal
THE Original CLAMP DOWN
SINK FRAME
In Permanent Stainless Steel

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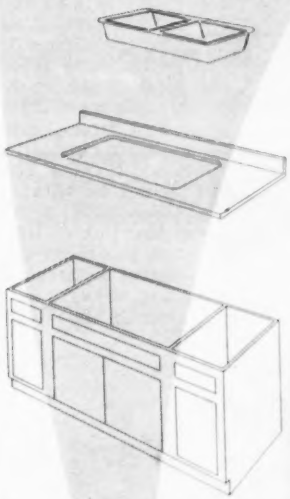
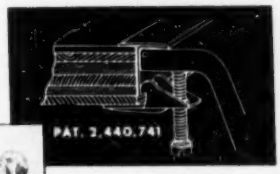
100% WATERTIGHT
EASILY INSTALLED
COMPLETELY SELF-SEALING

Guaranteed by Good Housekeeping

Just 4 Simple Steps



1. Be sure that HUDEE Frame fits sink bowl.
2. Using HUDEE as template, cut opening in cabinet top.
3. Apply corner clips and place sink bowl in opening. Clips act as temporary sink hanger.
4. Caulk edges of HUDEE, drop in place, apply lugs from underside.



Cross-section shows how interlocking lug and frame serve as sink hanger. Tightening screw forces bowl securely under the inside flange of frame and pulls outside flange tightly over the sink top covering.

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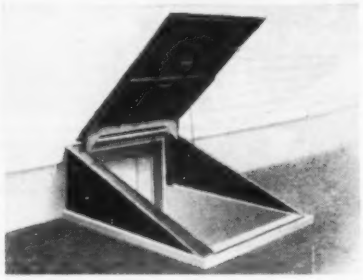
orate ranch houses and buildings. The rain cap and circular baffle plate are welded into one single unit, protecting the chimney from back-draft as well as rain and weather. The flashing and flue housing are tailor-made to fit the individual chimney, eliminating all cutting and fitting on the job. Vitroliner Chimneys are built for long life and require no maintenance except an occasional painting. They are preferred by many leading architects, project home builders and single contractors alike, because they are lightweight and easy to install. They also save valuable floor space and offer the architect maximum flexibility of design. The chimney can be located anywhere in the house but should extend two feet above the roof peak. Vitroliner is accepted by F.H.A. and listed by Underwriters Laboratories for all fuels in one or two-story homes and buildings. Write Condensation Engineering Corporation, 3511 W. Potomac Ave., Chicago 51, Ill.

Packaged Masonry Chimney

One man builds section on section to complete the Van Packer Chimney installation in 3 hours or less. The Van Packer fireclay tile lining and 3" vermiculite concrete wall is acid-proof and capable of withstanding 2000 degrees F. It has the insulating efficiency of 24" brick chimney construction. In fact Van Packer is reported so safe, Underwriters' Laboratories state that no clearance to wood construction members is needed at the roof, ceiling or floor of the house. Wood must be kept 2" away from brick chimneys. Van Packer is floor suspended between joists. No expensive pier foundation is required. Cost of the Van Packer can average 50% less than comparable brick construction not only in materials but in time spent building the chimney. Thousands of packaged Van Packer All-Fuel Chimneys have already been installed in housing units across the country. Write Van Packer Corporation, 209 S. La Salle St., Chicago 4, Ill.

Room Air Conditioners

The ½ HP Model 50WAC is a new item in the Vornado line of room air conditioners. Its outstanding feature is the fact that it will fit into windows as narrow as 24-14". Adjustable panels are available to adapt it to any window size over that. Special performance features of the ½ HP unit as well as the ¾ HP unit are high velocity, deep penetration and better circulation of the cool air emanating from the air circulator, all of which add up to the user enjoying a 20% greater cooling effect from Vornado as a result of its air-circulating characteristics in addition to cooling. The air circulators rotate through 360° and also tilt up and down to permit direction of the air to any location in the room without draft. Super quiet squirrel cage blowers creating velocity of 1500 feet per minute in the ¾ HP unit provide continuous circulation of the cool air. Extending only 9½" into the room, the unit is finished in two-tone gray green highlighted with touches of burgundy and gold. For literature write the O. A. Sutton Corporation, 1812 W. Second St., Wichita 1, Kan.



New Basement Entry

The Heatilator Service-Way, a new improved basement entry, features a one-piece steel door that can be opened with one finger. This desirable convenience for the modern home, provides direct access to the basement from the outdoors, saves countless steps, simplifies dozens of household jobs and makes valuable basement space available for storage or recreational purposes. Built of heavy gauge sheet steel, the door is reinforced by interlocking braces for added rigidity. Specially designed spring suspension counterbalances weight of door in all positions for fingertip control. Door locks automatically in open position to prevent accidental closing. No wood to rot, no hardware to break, Service-Way will last a lifetime. Write Heatilator, Inc., 334 E. Brighton Ave., Syracuse 5, N. Y.

Yard & Store Equipment

New Jig Saw

Several important improvements in design distinguish a new 1952 jig saw announced by Boice-Crane Co. This new model employs a redesigned U-frame with larger diameter arcs and generously rounded edges. A larger mounting flange bolts the arm directly to the pad on the base. This, together with wider bolt spacing, results in greater strength and rigidity. Precision machining insures a still higher degree of lineup of all working components without lineup adjusting means of any kind. The new design eliminates any possibility of the arm shifting or bolts loosening due to vibration or rough handling, without employing

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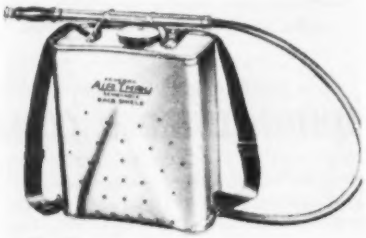
lineup adjustments of any kind. For copy of brochure on this new jig saw write Boice-Crane Company, 1000 Central Ave., Toledo 6, Ohio.

Pallet Hand Truck

A new 8-bag pallet hand truck has been announced by Anthony Truck Co., for the dealer who is cutting handling time and costs by palletizing his bag goods. This new "Anco" 8-bag size truck has the same basic strength and exclusive features as Anco's regular 10-bag model: nose-plate wheels that roll underneath the pallet, and perfect balance for load handling; it is also lower priced. Anthony reports actual tests prove that dealers can cut material handling costs by 50% or more by use of pallets and their hand trucks. Trucks are designed for the handling of lathe and shingles, as well as cement, lime, plaster and other bagged merchandise. The new 8-bag truck will not replace the 10-bag size; but some dealers may prefer this lower-priced model where warehouse space is not at a premium, and the limit of 8 bags high in stacking is no handicap. Anthony also furnishes plans whereby lumber dealers can make their own pallets at small cost and labor. Write Anthony Truck Company, P. O. Box 375, Paducah, Ky.



Portable Fire Tank

The new portable "Quick-Aid" Knapsack Fire Tank, is recommended for use on grass and brush fires, as well as wood and paper fires. The five-gallon tank is easily carried as a knapsack, enabling the operator to keep both arms free. The form-fitting back shield permits free air circulation between the tank and operator's back. An exclusive finger-tip control and nozzle change a straight stream to a fog spray. All brass, this double action telescope pump directs a stream of water up to 50 feet. The screw cap and large filler opening permit quick refilling. Carrying straps are detachable. Best-grade, half-inch rubber hose, three feet long, attaches the pump to the tank. Write the General Pacific Corporation, 1501 East Washington Blvd., Los Angeles 21, Calif., or the General Detroit Corporation, 2272 East Jefferson Ave., Detroit 7, Mich.

Langley Hydra-Powrlift

Langley Manufacturing Company announced that it has developed the only self-contained battery-hydraulic machine in the materials handling field capable of lifting 500 and 1000 lb. loads at 11 feet per minute. The new machine is called the Langley Hydra-Powrlift and is available for national distribution at low prices. The Langley Com-

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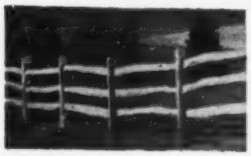

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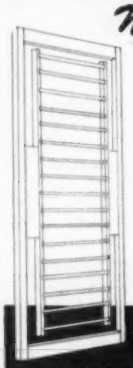

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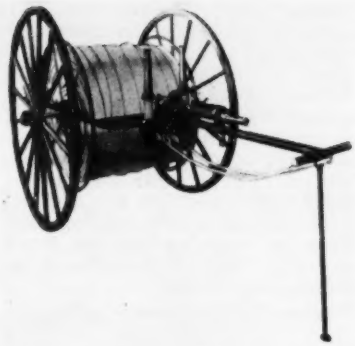
pany reports the new Hydra-Powrlift is a compact, space-saving machine designed for rugged service in the handling of crates, boxes, barrels, drums, pallets and other difficult materials of an awkward nature. Equipped with automatic stops and push button controls, one man can operate the new Hydra-Powrlift with ease and complete safety. The Hydra-Powrlift is 81 inches high and 32 inches wide overall. It lifts up to 60 inches and the lowered height is 5½ inches. The platform is 24 x 24 inches. Write Langley Manufacturing Company, Cambridge, Mass.

New Heavy-Duty Wheelbarrow

Combining five-cubic-foot heaped capacity with a tray only 29 inches wide, this new Harris forward dumping wheelbarrow is well suited to contractors' needs. It permits easy passage through narrow doorways. A strong channel-steel leg assembly reinforced with permanently riveted members is built for long, hard use under capacity loads. The folded steel tray is riveted and electrically arc welded at seams to prevent leakage. A 2-ply, 4.00 x 8 tire (16-inch diameter) and tube on a 9-inch roller-bearing wheel with drop center rim enables users to haul full loads with minimum effort and easy handling. Hardwood handles are enameled red (also available with tubular steel handles). Tray is painted blue; all other metal parts black. Barrow is also available with fold-formed tray of hard alloy aluminum, with top edge rolled over ¼-inch steel rod for added strength. Write Harris, Inc., 200 East Long St., Columbus 15, Ohio.

Fire Hose Carts

Fire hose carts that are lighter in weight because of their all-welded construction have recently been developed by Wirt & Knox Mfg. Co. These carts can be brought into action faster and permit even inexperienced personnel to extinguish or bring fires under control before heavier apparatus arrives. The hose carts offer a com-



pact means for storing hose lines, fire axe, crowbar, nozzle and tools ready for instant use in fighting fires in industrial plants, institutions and villages. The carts are attractive in appearance and are strong and durable, giving long service life even under rough usage. They are available with wood or steel wheels. The W & K fire hose carts are manufactured with tubular steel or bar steel frames in different types and sizes and with different hose capacities for various applications. Write Wirt & Knox Mfg. Co., Sedgley Ave., York & 23rd Sts., Philadelphia 32, Pa.

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Low Lift Platform Trucks

Where heavy loads must be moved at high speed over long distances and in well ventilated areas, a gasoline powered low lift platform truck may be the answer. The Elwell-Parker Electric Co. is the exclusive manufacturer of this type of low lift truck which is designed to complement the firm's well known line of similar electric models. Both 3 and 5-ton capacity models are available. They are end-control, stand-up type trucks, powered with a four cylinder gasoline engine driving a rugged worm and gear reduction unit through a disc clutch and two-speed transmission. The load platform can be raised a distance of 5¾ inches by means of a hydraulic cylinder and a simple rocking link mechanism. Four-wheel steering is provided for maximum maneuverability. The controls are similar to those of an automobile with the exception that the brake and clutch pedals are operated from the standing position. Write Elwell-Parker Electric Co., 4205 St. Clair Ave., Cleveland, O.

Stampco Tugger

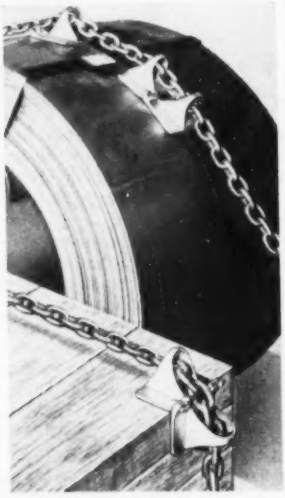
Designed for spotting freight cars and other pulling and lifting jobs common to the lumber industry is the Model "EL" Stampco Tugger, a sturdy, portable electric power winch. Having a single line capacity of 2000 lbs. at 55 f.p.m., the Tugger is ideal for permanent installations. It is equipped with two gripper-type carrying handles to facilitate moving the winch about on the job. In operation, the all-steel base is secured by ½-inch lag bolts and provides a stable platform for pulling or lifting. Capacity is easily increased by multiple-reeving. The Tugger motor is instantly reversible and is operated by a conveniently located control lever. A positive, cam-acting mechanical brake is automatically applied when the motor is shifted to neutral, providing complete safety of operation. Optional is a built-in centrifugal governing brake which controls the speed of a free-falling or free-running load. Write St. Anthony Machine Products Co., 2424 E. Franklin Ave., Minneapolis 6, Minn.

Electronic Moisture Meter

Based on fixed electrical resistance units having a lifetime of functional efficiency, this new model eliminates the operational drawbacks of other models using galvanometers with unstable dial needles and undependable calibration. Model BD-10 has many advantages over earlier instruments. The dial has been redesigned with large figures for easy reading. The size has been reduced to a practical minimum and separate compartmentation makes for easy battery renewal. It tests not only wood, but plaster, masonry, asbestos shingles, etc. The moderate price includes batteries, self carrying case, shoulder sling and even spare electrode needles. Write L. R. Bradley & Co., 25 West 45th St., New York, N. Y.

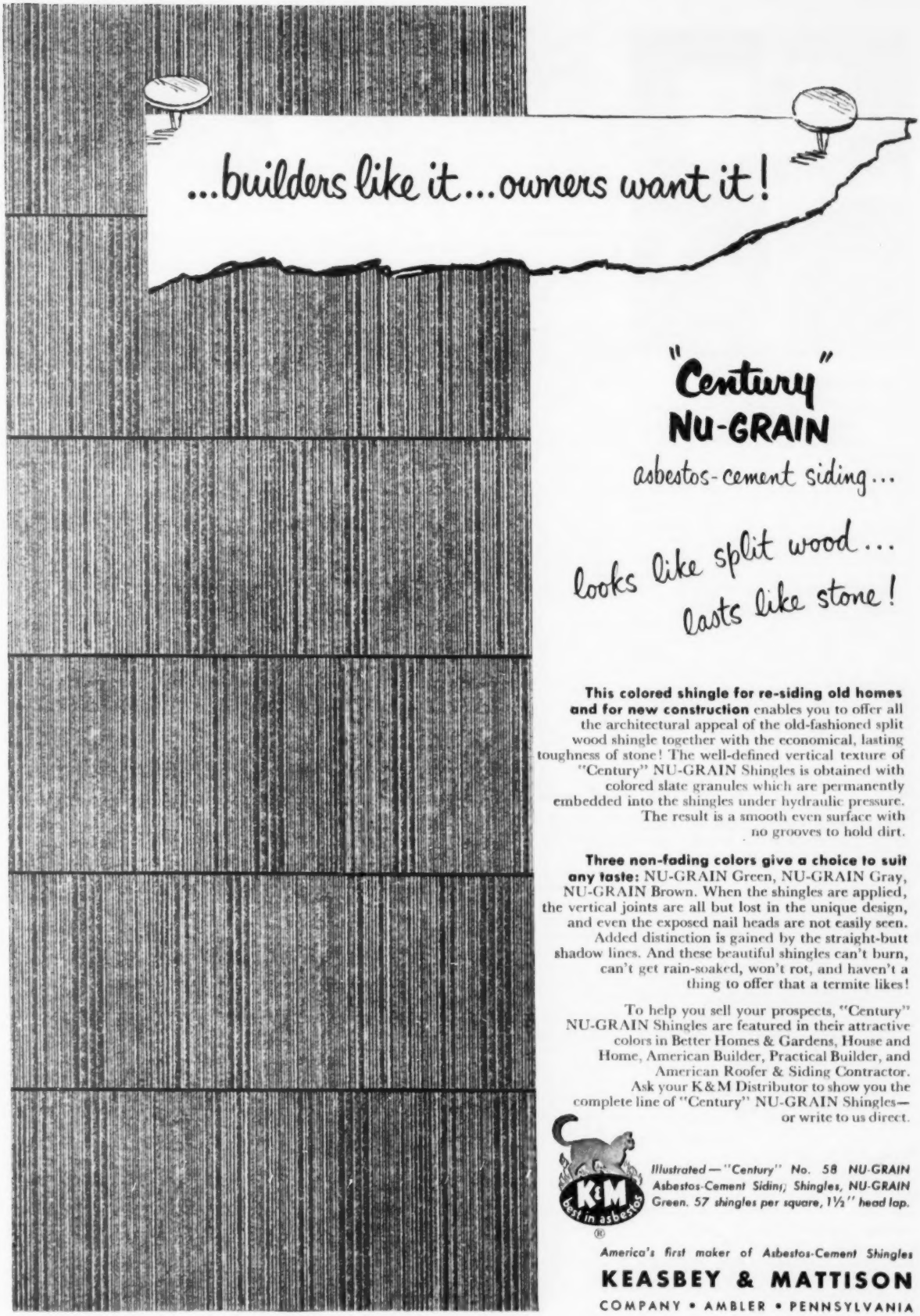
New Saw Band

A new toothing process developed by The DoAll Company permits the mass production of a hard edge flexible back saw band with teeth having a positive rake angle. The teeth of this "claw tooth" saw band have a rake angle at the tooth tip that is more acute than 90 degrees, giving the teeth a hooked, claw-like characteristic. This characteristic facilitates tooth penetration into the material being sawed. The hooked tooth actually "pulls" into the material affording free cutting; also, less feed pressure is required than is commonly employed on certain sawing operations. Extremely fast cutting performance can therefore be expected on fibrous materials such as wood and wood products or on plastics and various metals. Because DoAll Claw Tooth band is a premium, hard edge saw band, it is not intended for resharpening because of the extreme hardness of its cutting teeth. This "superhardness" results in such unusually long cutting life at high production rates that it is cheaper to replace bands than to resharpen as required for other types of saw bands. Write the DoAll Company, Des Plaines, Ill.



New Load Protectors

New metal "Hinge-Guard" load protectors do just that in transporting steel coils, sheets, pipe, tubing, lumber, clay products, crating, machinery, paperboard, etc. They also aid in protective unloading as well. Any chain or cable contact with the load is prevented; also allows increased chain tension making loads more compact, less likely to shift. Two pieces hinge-lock together to make the unit which will angle from 90 to 180 degrees; can be used singly by simply lifting the two pieces apart. They accommodate chain or cable up to and including ½ inch and if grab-hook is already secured to chain, it will thread through the unit. Weight is three pounds. Write Canton Manufacturing Company, 2408 - 13th Street N.E., Canton, Ohio.



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This colored shingle for re-siding old homes and for new construction enables you to offer all the architectural appeal of the old-fashioned split wood shingle together with the economical, lasting toughness of stone! The well-defined vertical texture of "Century" NU-GRAIN Shingles is obtained with colored slate granules which are permanently embedded into the shingles under hydraulic pressure. The result is a smooth even surface with no grooves to hold dirt.

Three non-fading colors give a choice to suit any taste: NU-GRAIN Green, NU-GRAIN Gray, NU-GRAIN Brown. When the shingles are applied, the vertical joints are all but lost in the unique design, and even the exposed nail heads are not easily seen. Added distinction is gained by the straight-butt shadow lines. And these beautiful shingles can't burn, can't get rain-soaked, won't rot, and haven't a thing to offer that a termite likes!

To help you sell your prospects, "Century" NU-GRAIN Shingles are featured in their attractive colors in Better Homes & Gardens, House and Home, American Builder, Practical Builder, and American Roofer & Siding Contractor. Ask your K&M Distributor to show you the complete line of "Century" NU-GRAIN Shingles—or write to us direct.

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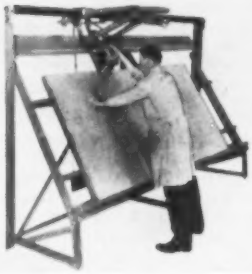
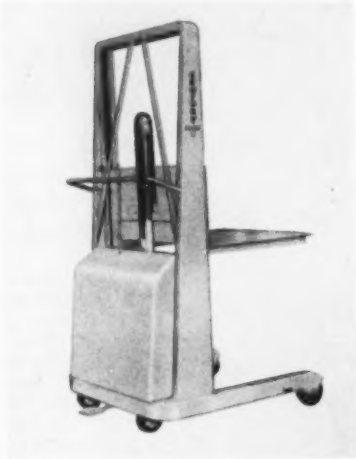
Firelarm (registered) is the new fully automatic fire alarm that is on continuous duty 24 hours a day. Firelarm gives a loud, penetrating warning when temperature reaches the danger point, and will awaken the household to the danger of an impending fire. The unit is compact and attractive—no installation required. Simply hang on the wall near any fire hazard and plug into any convenient 110-120V A.C. outlet. It requires no maintenance and does not use any current except when set off by flames or excessive heat. Then, when fire is extinguished, Firelarm automatically resets itself and is again on duty, guarding lives and property. This new electric warning device is recommended by insurance underwriters and fire officials, for use in homes, schools, hospitals, hotels, trailers, farms, motels, barns, stores, garages, factories and institutions. Write R. J. Schuler Associates, Grosse Pointe Branch, Detroit 36, Mich.



New Panel Saw

Operating on a unique principle, the new Wallace No. 48 panel saw provides a low-cost method for sawing plywood panels with one-man labor expense. The unit is made with an inclined bed on which one man can easily place the panel. An adjustable overhead way supports the carriage, which is rolled from left to right along a scale to the desired length of cut-off. Quickly locked at this point, the saw is then pulled downward to make the cut. For cutting, the motor unit rotates 90 degrees and is provided with an adjustable stop to locate the position. The saw can also be tilted for bevel rip or bevel crosscut work. The machine may also be used for dadoing, plowing and cut-off work on board stock. Crosscuts up to 48" wide, rips to eight feet long. Machine takes only 11½' x 3½' floor area; can be placed along a wall; does not need additional end clearance. Requires access only from front of machine for convenience of operator. Write J. D. Wallace & Co., 153 South California Ave., Chicago 12, Ill.



Hydraulic-Electric Lift Truck

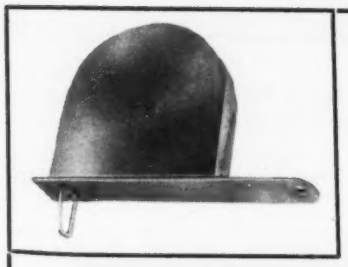
This is the Century "1000-E", combination hydraulic-electric lift truck designed for 1000 pound capacity loads. The Century "1000-E" is manually propelled and will handle an infinite range of light and medium materials handling jobs. Its electric lift is actuated by a piston-type hydraulic pump, powered by a 6-volt electric motor. Current is supplied by an automotive-type storage battery equipped with a battery charger for overnight charging. Recommended for use wherever "material-plus-handling" costs can be reduced, the Century "1000-E" will raise—by finger tip electrical control — a 1000-pound load from floor level to a height of 4 feet in 15 seconds. A small lever at the operator's fingertips releases the 23 by 24" material platform for controlled descent, or stops it at any intermediate position. The unit is engineered for efficient load distribution and stability, having two fixed-position large diameter front wheels and two swivel-type trailing wheels. For literature, write Century Products Co., 5925 Highway 7, Minneapolis 16, Minn.

Truck Mixer

The 1953 Jaeger 6½ yard "Mix Plus" truck mixer is designed to carry less than legal load on the rear axle and at the same time carry a safe load on the front axle. This is true on all makes of trucks. For example, on one make of truck shown in the photo the weight on the rear axle runs 31,500 pounds while the front axle loading is only 13,500. No truck in the class that will carry maximum pay loads under GVW laws is said to be rated or guaranteed to carry more. The lighter load on the front axle reduces strain on the truck, damage to tires, and increases safety. Write The Jaeger Machine Company, 160 Dublin Ave., Columbus 16, Ohio.

Load-Pusher Attachment

A new load-pusher attachment for fork trucks is designed to speed the handling of bulky, unpalletized loads—and the loading of highway carriers unable to accommodate fork trucks because of their floor load capacities or low overheads. The pusher allows fork truck users to pick up large, unpalletized loads, haul them to discharge points and unload them in seconds—with no manual handling involved. It can also be used to unit-load highway carriers which fork trucks cannot enter. In this application, the operator pushes loads into the carrier without entering it. First-in loads are moved forward in the carrier by the loads that follow. The new pusher takes advantage of a basic law of physics: for every action there is an equal and opposite reaction. Both the action and reaction of the attachment's hydraulic cylinder are used. A free-floating jack is used to actuate and equalize the action of two sets of levers which move the pusher arms. Write The Baker-Raulang Company, 1230 W. 80th St., Cleveland 2, Ohio.



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Make extra profits on your own window unit production—or recommend Handee Sash Balance to your contractors. For ease of installation, Handee Sash Balance is a real work- and time-saver. It keeps labor costs to a minimum, gives flawless performance year after year.

Made of 18 ga. heavier metal, Handee Sash Balance combines strength and quietness with smooth fingertip control. Use in double hung windows of all sizes, either wood or metal. Available for either side or overhead installation at prices that assure added profits!

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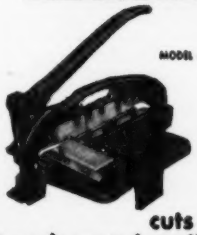
cuts all resilient floor tile

MODEL FT-91

cuts plastic wall tile

MODEL MPT-1



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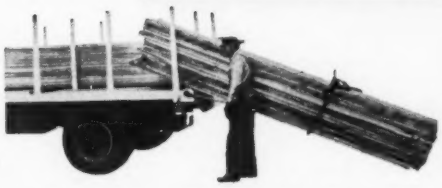

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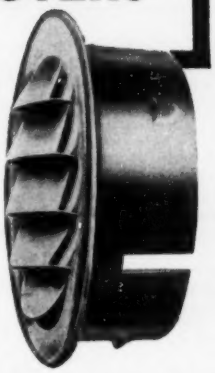
GIVE CONDENSATION THE AIR with "MIDGET LOUVERS"



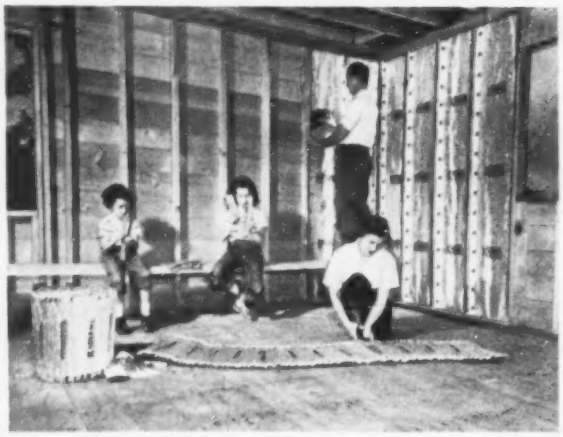
Efficient sidewall ventilation for new or old structures! Helps prevent condensation and moisture blistering. Easy to install. 2 styles—for indoor or outdoor use—both with built-in insect screens. All-aluminum. 5 sizes—1" to 4".

Use on sidewalls, flat roofs, eaves and soffits, gables, unexcavated areas, finished basement walls, cupboards, closets, storm sash, etc. Write for information.

THE
MIDGET LOUVER CO.
6-8 WALL STREET • NORWALK, CONN.

NAMES IN THE NEWS

Entire Family Helps to Insulate Home



Insulating the home — a job which simplified product design has put within the capabilities of amateur handy men, can easily be made into a project shared by the whole family, as was demonstrated recently by a midwestern family.

With the easy-to-handle fiber blanket insulation chosen, the wife was able to snip needed lengths from the rolls for her husband to staple in place between the framing. His job of installing the reflective Kimsul blankets was made easier by the guide marks stamped on the aluminum foil cover. Meanwhile, the couple's two small daughters busied themselves by separating fiber strips for fastening the blanket ends.

Asbestone Corp. Acquired by National Gypsum

National Gypsum Company announced the completion of negotiations for the acquisition of Asbestone Corporation, including plants, working capital, and goodwill. "Asbestone with plants at New Orleans, La. and St. Louis, Mo. will substantially improve National Gypsum's position in the market for a complete line of building materials," said Melvin H. Baker, chairman of the board of National Gypsum Company.

The acquisition will round out National Gypsum's present line of interior wall and ceiling materials and exterior sheathing by adding Asbestone's well-established lines in asbestos-cement siding, roof shingles, corrugated and flat boards and other industrial products. "This is the beginning of a program for rounding out a whole new line to be completely integrated within the Gold Bond family of products. It will put our company and our dealers in a position for competing for a larger take of the dollar spent for building. In addition to supplying our present lines for interior walls and ceilings, we will now go after the outside wall, roof shingles and exterior siding," said Mr. Baker.

AMF Sponsors CBS Network Sunday Show "Omnibus"

American Machine & Foundry Company recently became the fourth sponsor of the widely acclaimed new Columbia Broadcasting System network television show "Omnibus" on Sunday, December 21.

Created and produced by the TV-Radio Workshop of the Ford Foundation, "Omnibus" is a 90-minute variety program limited to only five sponsors. It is currently appearing from 4:30 to 6 p. m. E. S. T. Sunday afternoons over 45 television stations from coast-to-coast. Viewer audience covered by these outlets make the show available to 15,000,000 homes, 78 per cent of the 18,000,000 television-equipped homes in the United States.

Northwestern Hardwood Meeting

Northwestern Hardwood Lumbermen's Association held its 64th annual meeting at the Dyckman Hotel, Minneapolis, Minn. on Dec. 3. The following officers were elected for the year of 1953: President, Hillard Youngblood; Vice-President, James T. Haire; Treasurer, D. F. O'Leary; Secretary, A. F. Wellsley.

Matico Plans Promotion for Confetti Pattern

General sales and advertising plans for promotion of Matico products during 1953, were outlined at a three-day meeting of representatives of Mastic Tile Corporation of America's eastern, mid-western and western sales divisions held at the company's offices in Newburgh, N. Y.

Special emphasis was placed on the company's new products and new technical developments. Lectures, round-table discussions and technical demonstrations were built around Matico asphalt tile in the new Confetti pattern currently being introduced on the eastern market, Aristoflex vinyl-plastic tile for use as wall covering, and other new product developments which will be announced to the trade during the coming year.

Yale & Towne to Build New Lock Plant in Tennessee

The Yale & Towne Manufacturing Company has acquired a tract of land at Lenoir City, Tenn., where it plans to construct a new lock manufacturing plant, it was announced by Gilbert W. Chapman, president. The new factory is part of Yale & Towne's plant expansion and modernization program and is scheduled for completion during the early summer of 1953.

Yale & Towne is presently constructing a hardware manufacturing plant at Gallatin, Tenn., and is operating hardware plants at Salem, Va., and Berrien Springs, Mich., in addition to its original hardware manufacturing plant, established in 1868, at Stamford, Conn. The Yale & Towne plants in Canada, England and Germany manufacture both hardware and materials handling products. The plants in Philadelphia and Chicago are devoted exclusively to manufacture of materials handling equipment.

Two Rapistan Departments Move to New Quarters

During November two departments of The Rapids-Standard Company, Inc., manufacturers of Rapistan conveying equipment, moved from offices at 43 Grandville Ave., Grand Rapids, Mich., to new quarters in the same city. All plant and office activities are now consolidated at two locations, simplifying production scheduling and insuring faster customer service.

The sales and advertising division of the company is now in a new section of the original factory building which also houses the general offices and the industrial casters, trucks, and wheel conveyor manufacturing departments. The new address is Rapistan Building, 144 Trowbridge Street NW, Grand Rapids 2, Mich.

Yates-American Acquires Big Four Carbide Tool Company

Yates-American Machine Company has announced its acquisition and transfer to Beloit, Wis., of the manufacturing facilities of Big Four Carbide Tool Company, a Cincinnati manufacturer of "Big Four" carbide tipped saws and other carbide tipped cutting equipment. With this new addition Yates-American will be in a position to supply a complete line of cutting equipment for all woodworking needs.

The carbide tipped saw which has found wide acceptance in the woodworking field during recent years, is said to have a marked superiority over conventional saw equipment, both as to the quality of its work and its extremely long life. Besides its woodworking applications, the carbide tipped saw is a necessity in the cutting of wood substitutes, compositions, plastics, etc. The saw can be furnished in a patented "New Design" type, as well as in the increasingly popular "Safety" type cut controlled saw.

ANACONDA COPPER MINING COMPANY

Lumber Department

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That Will Bring You Sales

The Lavette

Bathroom Lavatory

Here is the answer to fast, profit-making sales . . . the Lavette Spacemaker, a combination lavatory and storage cabinet for the bathroom. Modern beauty, convenient storage and low cost make it ideal for both new and replacement installations. Acid resistant "Lifetime" porcelain basin* . . . white baked enamel pressed steel cabinet.

*Faucet and drain not included.

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Precision manufactured . . . one-piece construction . . . triple-coated, acid resistant porcelain enamel finish . . . that's why U.S. Porcelain sinks are becoming more popular every day. Available in a size and style to fit every need . . . every location.

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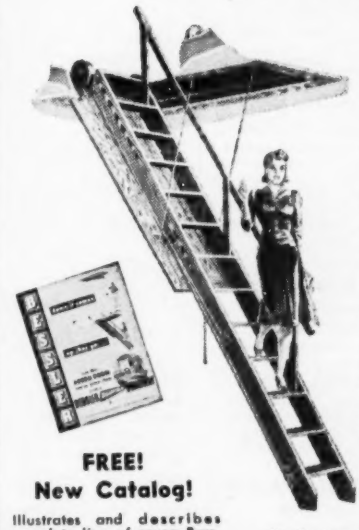

Stock and Sell BESSLER Disappearing Stairways

1. The ORIGINAL disappearing stairway — made for over 40 years.
2. A real stairway—not a ladder.
3. Seven well-engineered models —for every need.
4. Safety-designed in every detail for your protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. ALL steps are of equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel type; flush doors in hardwood only.
16. Tailor-made for all heights—no short or long steps.
17. Hundreds of thousands in constant daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.

FREE! New Catalog!

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference — write for your copy now!

The Bessler Disappearing Stairway Co.
1900 East Market St., Akron 5, Ohio

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Your Western Wholesalers are "set up" for service. With many long-established mill contacts, knowledge of mill's specialties, resources, manufacturing and shipping facilities and a thorough understanding of buyer's requirements, the leading Western Wholesalers below can help you take the worry out of your lumber buying. Tell them your needs. Let them supply your complete requirements.

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Carl E. Soderberg Lumber Co., Inc.
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PINE SPECIALISTS
TEmple 1448 Teletype SP-175

CURTIS LUMBER COMPANY
700 PITTOCK BLOCK, PORTLAND 5, ORE.
FOREST PRODUCTS
Telephone: AT 6591 Teletype: PD672

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Specializing in Fir Gutter, all sizes and patterns

Morrill & Sturgeon Lumber Co.
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WALES LUMBER COMPANY
OLD NATIONAL BANK BUILDING
SPOKANE WASHINGTON
Our 32nd Year

Wendling-Nathan Company
564 Market St., San Francisco 4, Cal.

Upson Panels Go Overseas

Under one of the biggest government contracts ever awarded to The Upson Company, Lockport, N. Y., Upson Panels are now being shipped to an undisclosed port of embarkation for use in military barracks overseas, president W. H. Upson, Jr., announced.

Upson received the sub-contract for pre-cut wall and ceiling panels from Southern States Iron Roofing Company of Savannah, Ga., which was awarded the general contract for the specially designed buildings.

The multi-purpose units, in addition to being used for barracks, also will serve as field hospitals, mess halls, offices and recreational centers. Specifications call for a 20 by 48 foot structure with rigid steel frames, steel siding and roofing and plywood floors. The buildings will be insulated with glass fiber and the interiors finished with Upson Panels. Windows, doors and other parts are also included in each unit.

Bennett Lumber Swept by Fire

The Bennett Lumber Corp., North Tonawanda, N. Y., was swept by fire Dec. 25. Jerome Williams, president of the firm, estimated damage at about $250,000, all of which is covered by insurance. He said the firm will resume operations in the near future.

Year-Round Showroom Announced by General Electric

A year-round showroom will be opened on the eleventh floor of the Merchandise Mart in Chicago on January 5 by the General Electric Company's Major Appliance Division, it has been announced by J. F. McBride, manager of sales planning.

The layout, which comprises about 3,500 square feet of display area and more than 1,500 square feet of office space, has been designed by Amos Parrish & Company of New York City, merchandising consultants for department stores.

The display area has been planned to provide open vistas for the most advantageous showing of appliances and to suggest ways in which dealers and department stores can display the General Electric line most effectively, Mr. McBride reported.

Preswood Used in Curbing

Instead of steel as an expansion joint in the curbing, Anderson & Sons, Minneapolis contracting firm, used pieces of Masonite ⅛" Tempered Presdwood in building the curbs adjacent to paving of U. S. highway 75 north of Canby, Minn. Pieces 8" by 14" were used at intervals of 5 feet. Six or seven reuses were experienced. Cost of the Tempered Presdwood is considerably less than steel plates, and the results were comparable, the contractor reports. The paving project was let by the Minnesota State Highway department.

U. S.-Mengel Plywood Unit in Miami, Fla.

U. S.-Mengel Plywoods, Incorporated, has opened a new sales and distribution unit in Miami, Fla. The new unit represents the 22nd such installation for the company, which is jointly owned by United States Plywood Corporation and the Mengel Company.

The Miami unit will distribute a complete line of plywoods, plastics and allied building materials to the immediate Miami trading area. It is located at the corner of 71st Street, N.W., and 35th Court in a new 20,000 square foot structure. (J. V. (Bill) Kruse has been named manager of the new unit.

Offices and showrooms of the new unit are decorated with modern installations of many of the company's newest products.

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TWIN HARBORS LUMBER COMPANY

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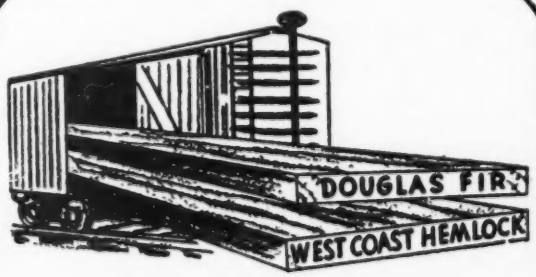
Manufacturers and Distributors of all

WEST COAST WOODS AND SHINGLES



STRAIGHT CARS
MIXED CARS

including Lumber, Plywood, Doors

Prompt Shipment — Dependable Values

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Manufacturers & Wholesale Distributors

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AFFILIATED MILL INTERESTS: Carlton Manufacturing Co., CARLTON, OREGON, 15 Million Feet Annual Cut — L. H. L. Lumber Corp., CARLTON, OREGON, 40 Million Feet Annual Cut

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CLEAN,
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Wolmanized
PRESSURE TREATED
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American Lumber & Treating Co.

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Branch Offices in Boston, New York, Baltimore, Jacksonville, Fla., Little Rock, Ark., Los Angeles, San Francisco and Portland, Ore.

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READYBUILT FIREPLACE

(Reg. U. S. Pat. Off.)

Hundreds of dealers coast to coast find the beauty, warmth and cheer of a READYBUILT Fireplace on display wins customers—and results in quick, sure sales! Large variety of attractive models in brick, stone and wood available—to suit any individual taste or any style home—for use with gas or electricity! Furnished complete, ready to be installed. Shipped anywhere. Write for catalog and dealer's propositions.

The Readybuilt Products Co.

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Most dealers report: "Our sales of Durham's Rock-Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit-margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.

The PLASTIC Repair Material in POWDER Form

W. R. Dordel

C. G. Wollaeger

Drywall Trim, Inc. Moves Offices West

Effective December 1, the executive offices of Drywall Trim, Inc., are now located at 2408 N. Farwell Ave. in Milwaukee, Wis. The plant has already been moved to Middlesex, Pa., near the Ohio line—closer to the source of steel. This coordination of all facilities should make for greater service and much faster deliveries, according to "Clay" Wollaeger, president of Drywall Trim.

The company manufactures Edge Guard and Corner Guard, two widely-used metal products for drywall construction.

Making the move with Mr. Wollaeger is Wally Dordel, executive vice-president. Both principals are widely known in the building field, having enjoyed extensive experience in the manufacture and distribution of metal products.

Matthews, President National Oak Flooring Association

T. C. Matthews

Thomas C. Matthews, sales manager of the M. B. Farrin Lumber Co., Cincinnati, Ohio, was elected president of the National Oak Flooring Manufacturers' Association at its annual meeting in December at Memphis, Tenn.

A veteran of more than 32 years in the lumber industry, Mr. Matthews has long been active in the association. For the last three years he has served as vice-president and a director in the administration of the retiring president, Milton Craft, president of Chapman and Dewey Lumber Co., Memphis.

Sam Nickey, Jr., vice-president of Nickey Brothers, Inc., Memphis, was named to succeed Matthews to the vice-presidency. Mr. Nickey also has been prominent in industry affairs, having served during the past year as an association director and as chairman of the National Oak Wilt Research Committee.

Henry H. Williams, Memphis, was re-elected to the secretary-treasurer post which he has held for 10 years.

Also elected at the meeting were five new members of the board of directors: W. W. Miller, Jr., of Miller Brothers Co., Johnson City, Tenn.; Lee Robinson, Mobile River Saw Mill Co., Mt. Vernon, Ala.; J. V. Cloud, Cloud Oak Flooring Co., Springfield, Mo.; Willis Farris, Farris Hardwood Lumber Co., Nashville, Tenn.; and Charles T. Lanham, Lanham Hardwood Flooring Co., Louisville, Ky.

Re-elected to the board, along with Matthews, Craft and Nickey, were: J. G. Smith, Arkansas Oak Flooring Co., Pine Bluff, Ark.; Allen Harris, Jr., Harris Manufacturing Co., Johnson City, Tenn.; S. B. Fullerton, Bradley Lumber Co., Warren, Ark.; Lyle Motlow, Williams and Voris Lumber Co., Chattanooga, Tenn.; B. A. Mayhew, Fordyce Lumber Co., Fordyce, Ark.; Walter Wood, E. L. Bruce Co., Memphis; and D. L. Fair, Jr., D. L. Fair Lumber Co., Louisville, Miss.

Mertes Re-elected

J. F. Mertes

Joseph F. Mertes, president of the R. S. Bacon Veneer Co., Chicago, was re-elected president of the Veneer Association at the annual meeting held in Chicago.

Also elected officers of the association were vice-president, J. B. Alexander, president of Alexander Wood Products, Athens, Ga., and secretary-treasurer, Robert T. Thompson, vice-president of Thompson Mahogany Co., Philadelphia.

Charles E. Close, who has been with the association for 17 years, was re-elected to the post of executive vice-president.

Summing up sales for the calendar year of 1952, Mr. Mertes reported that, while business was off a bit early in the year, the recent surge in television and furniture sales will probably bring the 1952 total shipments of veneer close to a billion feet.

On Tuesday, the board of directors visited the Chicago Museum of Science and Industry for a luncheon with Major Lenox Lohr, president of the museum, and for a tour of the permanent Hardwoods Exhibit that is nearing completion and scheduled to open in early 1953.

The Veneer Association is one of the major sponsors of this industry-wide exhibit that is being financed by voluntary contributions.

New Personnel Aid

Employers can predict probable on-the-job success of retail sales people, sales supervisors, executives, stockmen and clerical workers with a test published by Science Research Associates. This special personnel aid, the Thurstone Test of Mental Alertness, is designed to measure employes' capacity for acquiring new knowledge and skills.

The TTMA is a tool for the employer or personnel specialist who seeks answers to such questions as: "How quickly will a new employe learn his job?" "How good are employes' abilities for learning about new products or new procedures?" "How well can employes deal with people in situations involving communication of ideas?" Samples of the test are available for 75c. Write Science Research Associates, 57 W. Grand Ave., Chicago 10, Ill.

Please EVERY customer!

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Check our prices!
Immediate delivery!

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56 years of square dealing!

TROWELS
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CARPENTER SQUARES
AMERICA'S FIRST with CRAFTSMEN FOR EVERY USE

FOR THE TRADE
FOR THE FARMER
FOR THE HOUSEHOLDER
"Quality with Economy"

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CIRCULAR SAWS REPAIRED

Worn out Inserted Tooth Saws retoothed like new to slightly less in diameter.

Only genuine Simonds Bits and Shanks used.

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DOOR PANELS

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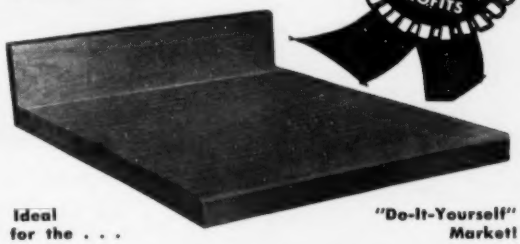
STANDARD SIZE

KITCHEN CABINET COUNTER TOPS

A WINNER IN SALES, QUALITY & PROFITS



Ideal for the . . . "Do-It-Yourself" Market!

Capitalize on the double sales prospects offered by these counter tops! They answer the needs of homeowners doing their own kitchen remodeling—or can be used as a standard part of your own manufacture of the package cabinet unit. Made of high quality maple to last a lifetime—absolutely guaranteed against defects—they are waterproof and warp-resisting, have a Penetrating Sealer finish. And priced for real sales punch, too!

With or without 4" backsplash. 1½" thick.
25" x 15"—18"—21"—24"—27"—30"—36"—42"—48"

Also WORK BENCH TOPS for factories, schools, laboratories, home work shops. All types.

Write today for complete information, including low price lists and discount structure.

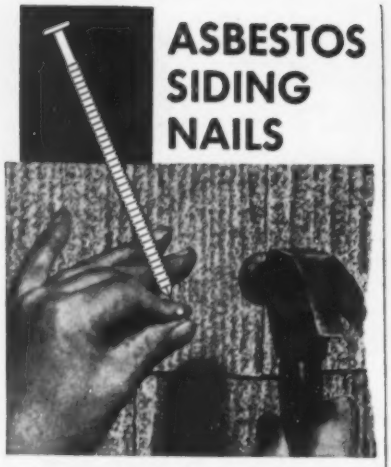
POLLAK INDUSTRIES CORPORATION
Escanaba, Michigan
Supplier of Fine Cabinet Tops to the Nation's Leading Kitchen Cabinet Manufacturers

Sell the Spiral Screw Driver that's enclosed...for long life, safety

Here's the Spiral Screw Driver that immediately takes the customer's eye. It's easy for him to see how well he's protected . . . fingers can't get pinched when working with this fine tool. And since it is *enclosed* it stays dirt and grit free for long years of good service. High quality through and through. All parts are made to stand up under hard use . . . inside and outside sleeves and nose of stainless steel, drive nuts of phosphor bronze, other parts of high strength aluminum and steel. Hard Wear handle of attractive, durable green plastic. Small and medium sizes . . . individually packed with three sizes of bits in handsome package. Get complete details now.

TOOLS FOR CRAFTSMEN
GREENLEE

FREE HAND TOOL QUICK REFERENCE FILE—Facts on the complete line of GREENLEE hand tools: Auger Bits, Chisels, Gouges, Spiral Screw Drivers and many more. Write Greenlee Tool Co., 2261 Twelfth St., Rockford, Illinois.



Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1", 1¼", 1½", 1¾" lengths. Advise quantities. Prompt shipment.

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Established 1850
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CONSUMERS WATERPROOF TILE BOARD CEMENT

- The quick, clean, easy way to put up tile board, any thickness — permanently!
- Never sets brittle . . . won't dry out and pull away.
- Waterproof. Contains special rubber base.
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- Available in quarts, gallons, 5 gallons.

ORDER FROM YOUR WHOLESALER — OR DIRECT FROM US

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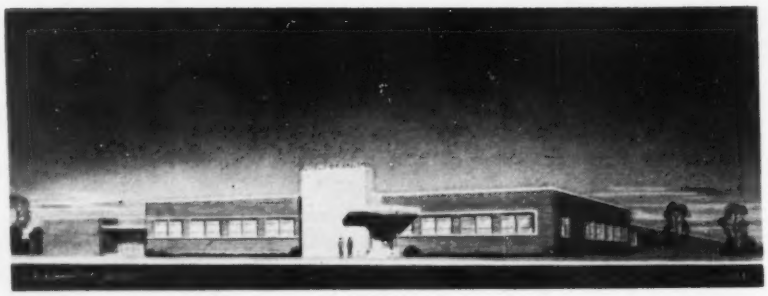


The Armstrong Company's New Plant

As of December 1, The Armstrong Company is in its new headquarters. The address of the new Chicago plant and new general offices is 1001 East 103rd St., Chicago 28, Ill. The new telephone number is WAterfall 8-9292.

The Armstrong Company now has the most modern facilities known to the industry, both for research and production. In this new plant, designed especially for Armstrong's type of manufacturing, the firm is able to offer the trade more excellent glazing and sealing compounds than ever before.

The laboratories have been expanded to provide closer product control, as well as continued product development.

Armstrong will no longer operate at 4065 S. LaSalle St., Chicago. Although the general offices have been transferred to Chicago, the company will continue to manufacture at 241 South Post St., Detroit, and the regional sales office will remain at that address.

No changes are contemplated at either Dallas, Tex. or Richmond, Calif. Armstrong plants in those cities will continue to manufacture for and serve their respective territories.

Joseph A. Patrick Elected Member by Young Presidents

Joseph A. Patrick, president of the Virginia Metal Products Corporation, Orange, Va., has been elected a member of the Young Presidents Organization, it was announced at national headquarters, New York. Patrick was 37 when he assumed the presidency of VMP, a leading manufacturer of movable steel partitions, steel doors and frames, library stacks and equipment, and conveyors for vertical and horizontal equipment.

He joins 425 other members of YPO in 36 states and one province of Canada, all of whom became top executives of their companies before reaching the age of 39. The average age is 34½.

YPO seeks to advance the free enterprise system by exchange of ideas on modern management methods that will make them better presidents. Richard B. Sellars, 36, president of Ethicon Suture Laboratories, Inc., is present YPO president.

National Gypsum Promotes Brown, Hildinger

The board of directors of National Gypsum Company announced the election of John W. Brown to the position of vice-president in charge of dealer sales. Wade W. Hildinger was named general sales manager of dealer sales.

Mr. Brown, formerly general sales manager, began his career with National Gypsum Company as a salesman in 1935. During his service with the company he has played a large part in National Gypsum's growth from a company doing an annual business of $4 million to its present estimated $100 million.

Mr. Hildinger joined National Gypsum in 1942, also as a salesman. He served for two years as district sales manager before becoming director of trade relations and subsequently assistant general sales manager at the Buffalo executive offices.

Commenting on the promotions, Melvin H. Baker, chairman of the board, stated, "These two promotions are further examples of our policy of promoting aggressive, capable young men to positions of high responsibility. Both Brown and Hildinger have done outstanding jobs in their previous positions. We are confident that the Dealer Sales Department, under these two men will continue its policy of increased service to a larger group of retail lumber and building material dealers."

John G. Sterling, president of the Sterling Hardware Mfg. Co., Chicago, announced that James D. W. Lloyd has been promoted to sales manager and Thor Ohman has joined the company as product engineer. The company manufactures builders hardware for residential sliding doors and casement windows.

Frank DuPont has become associated with Superior Lumber Sales Company, 920 Ninth St., Sacramento, Calif., according to a recent announcement by C. K. Rose, managing partner. Mr. DuPont is thoroughly experienced in the lumber business, having spent a number of years in manufacture and sales at several large California mills, and has been actively engaged in the wholesale business the past six years. He will handle all West Coast lumber products, specializing in Ponderosa, Sugar Pine and White Fir. His address is 920 Ninth St., Room 3, Sacramento,

KIRBY
Lumber Corporation

- Yellow Pine
- Southern Hardwoods

"A Wood for Every Purpose"

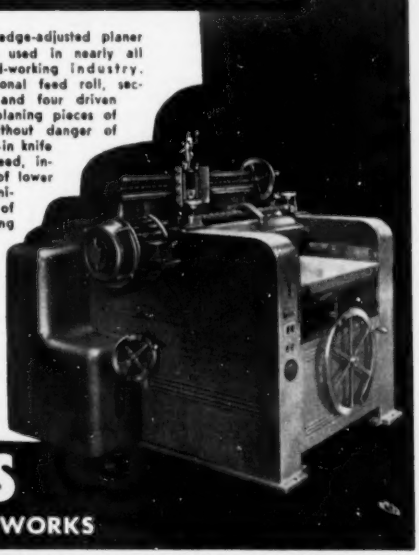
KIRBY BUILDING HOUSTON, TEXAS

"Is it as Good as Kirby's?"

BUSS No. 4L PLANER

PERFECT CHOICE FOR LUMBER YARDS and SMALL SHOPS!

A MEDIUM size, wedge-adjusted planer which is widely used in nearly all phases of the wood-working industry. Equipped with sectional feed roll, sectional chip-breaker and four driven rolls which permit planing pieces of varying thickness without danger of kick-back. Has built-in knife grinder, variable speed, instantaneous control of lower rolls, instantaneous micrometer control of pressure bar, shearing bar and other highly desirable features. Sturdy, semi-steel cast frame. Capacity: 24", 26" or 30" x 8". A real precision, production machine at moderate price. Write for descriptive bulletin—No. 54.



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MACHINE WORKS
238 EIGHTH ST., HOLLAND, MICHIGAN

CALIFORNIA
SUGAR & WESTERN PINE AGENCY, INC.

#1 MONTGOMERY ST.
SAN FRANCISCO, CALIFORNIA

SUGAR PINE Pattern Lumber Selects and Shop

California Ponderosa Pine Mouldings and Cut Stock

Sugar Pine Specialists [illegible] 45 Years

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MANUFACTURING COMPANY

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- *OAK FLOORING*

Daily Capacity 300,000 feet

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Manufacturers of

MAPLE • BIRCH • BEECH • OAK
STRIP • BLOCK
and
HERRINGBONE FLOORING

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GRADED SAWDUST

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High Grade Northern Hardwoods

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Members: M. P. M. A. N. H. L. A. N. H. & H. M. A

OCONTO, WISCONSIN

Revolutionary Experiments In Electronics

Taking a long look into the future, The National Cash Register Company, Dayton, Ohio, is building an experimental model of a device that may some day revolutionize the methods of keeping unit, price line and classification inventory control in retail stores, according to Stanley C. Allyn, president.

Officials of The National Cash Register Company emphasized that the device is strictly an experiment and that its practical use may be years away. Mr. Allyn made this comment about the equipment: "This may prove to be the 'bridge' between present equipment and future application of electronic principles in the business machine field, upon which this company has been working for many years."

The mechanism will attach to a regulation cash register, and transactions will be recorded on the register in the usual way. But as each transaction is recorded, electrical impulses will be transmitted to the new mechanism which will punch holes in a paper tape. The holes will correspond with the control figures recorded on the register. Thus, the tape will have "captured" the desired information for future use.

The tape would be run through regulation punch card equipment to convert the information to cards. This would eliminate the need for time-consuming punching and verification of figures taken from written sales slips, inventory control tags, or from printed cash register tapes. The punch card machine operation would be greatly simplified, for the operator would merely have to feed the tape through the machine.

The experimental model of the hole-punching mechanism is expected to be completed sometime next year. It will then be placed "on trial" in a typical retail store.

New Booklet on "Courtesy"

New London, Conn., November 28, 1952.—The Bureau of Business Practice, a division of The National Foremen's Institute, publishers in the field of Industrial Relations, have just published an illustrated booklet on courtesy for the worker in American industry. The author is Dale Carnegie, well known for "How to Win Friends and Influence People," "How to Stop Worrying and Start Living" and numerous self-improvement courses.

Publication of this booklet, titled "Thank You," marks the first time Mr. Carnegie has adapted his techniques of self-improvement expressly for the worker in industry.

In the 24-page booklet, designed in size (4⅝"x6¾") for easy distribution to employes, Dale Carnegie outlines eight reasons for courtesy in the employe's business and personal life and why courtesy is important in creating good will for his company. Twelve rules are offered for developing better habits of courtesy in every day living. The text is illustrated with humorous cartoons.

"Thank You" by Dale Carnegie is priced at 20c with special prices for orders in quantity.

Classified Advertising

All ads for classified section must be in Publisher's office 10 days preceding date of publication. Advertisements are set in uniform 6 point style. No cuts or special borders allowed. Please indicate classification desired. Publisher reserves right to classify, edit or reject any classified advertisement. No agency commission or cash discount allowed.

Rates:

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3 Times — 8c per word for each insertion. Minimum charge of 45c per line.

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26 Times — 7c per word for each insertion. Minimum charge of 35c per line.

For advertisements bearing box number count five extra words. There are approximately 5 words to a line and when less are specified or used, regular line rate is charged.

When answering box numbers or mailing copy for ads address them to:

Terms — Cash With Order
Minimum Charge $2.00

AMERICAN LUMBERMAN & BUILDING PRODUCTS MERCHANDISER
139 N. Clark St., Chicago 2, Ill.

HELP WANTED

EXECUTIVES—ARE YOU CONTEMPLATING A CHANGE? Then why trust to luck in locating your new position? Let us tell you about our service which is an economical, effective and confidential method of opening the door of opportunity with the right employer. We can help you locally or at distant points. Full details without obligation. HINES EXECUTIVE SERVICE, 5355 W. North Ave., Chicago 39, Illinois.

Help Wanted—Experienced millwork or plywood salesman for Illinois territory. Unusual opportunity for hard worker. Address Box D-52, American Lumberman, Inc.

WANTED—Man Bookkeeper between 30 and 50 years old, with knowledge retail lumber business. Salary and bonus. State experience and references in own handwriting. Location Michigan. Population 100,000. Address Box D-53, American Lumberman, Inc.

WHOLESALE DISTRIBUTOR

Has opening for energetic young salesman, with some lumber experience, for Chicago Metropolitan territory. Com. basis with profit sharing, or if proven capable and can make a small investment as a junior partner can eventually take over. Have old established line of clientele and also sources of supplies in Western and Southern Woods and lumber products. Write, giving experience, qualifications, age, etc. All information will be strictly confidential. Address Box E-22, American Lumberman, Inc.

Excellent office position, buying and selling, for experienced Hardwood lumberman with large nationally known manufacturer and wholesaler. Prefer man with Southern and Appalachian experience. Unlimited possibilities. Remuneration in keeping with ability and performance. Give full details, experience, references and, if possible late snapshot. Address Box E-23, American Lumberman, Inc.

MILLWORK SUPERINTENDENT

Want experienced Millwork Superintendent who can list from plans, and estimate, and detail and bill. No one but qualified man need apply. Florida. Address Box E-32, American Lumberman, Inc.

Will sell part interest in old established wholesale lumber business located in Pittsburgh area. Will only sell to man experienced in this business who will take active part. Will make good proposition to right man. Address Box E-34, American Lumberman, Inc.

Wanted: Man experienced in wholesale lumber business to assist in management and in increasing sales from both office and in making personal contact. Old established firm located in Western Pennsylvania. A splendid opportunity for right man looking to the future. Address Box E-33, American Lumberman, Inc.

HELP WANTED

Representative Wanted

Representative wanted calling on lumber dealers by well known manufacturer of overhead garage doors and hardware. Territory now open in Southern Michigan. Compensation on straight commission basis. State qualifications in first letter. Address Box E-35, American Lumberman, Inc.

SITUATIONS WANTED

MILLWORK-DETAILING

Let a group of experienced millwork detailers with 30 years experience, commercial and residential, do your detailing. Cost reasonable. Results guaranteed. Address Box V-71, American Lumberman, Inc.

MR. EMPLOYER: WHY BEAT YOUR BRAINS OUT HUNTING QUALIFIED HELP? We are experienced lumbermen and speak your language so register your needs with us and let us find the men, screen them and check their references. No charge to you unless you want to help the successful applicant. HINES EXECUTIVE SERVICE, 5355 W. North Avenue, Chicago 39, Ill.

MANAGER AND SALES EXECUTIVE desires new connection in Northern Indiana or Southern Michigan. Seventeen years' experience in all phases of lumber industry, including management, sales, estimating, credits and collections. Also worked extensively in Real Estate design, sales construction and financing. Multiple operation desirable. Address Box D-54, American Lumberman, Inc.

LUMBERMAN, 30 years' sales experience in European Lumber Import-Export business seeks position as assistant superintendent or similar work. Reply Box D-58, American Lumberman, Inc.

Wanted position as Manager of lumber and builders supply yard. 17 years with one yard. Prefer yard in Central or Northern part of Ohio. Living quarters must be available. Write Box E-25, American Lumberman, Inc.

Lumberman—Wholesale or Retail, diversified experience, supervision, grading, yard organization, mechanization, traffic and inventory control, buying, estimating, promotion, etc. A-1 references. Address Box E-26, American Lumberman, Inc.

Wholesale Lumber Merchandiser available immediately. Broad acquaintance with Southern and Western Producers. Comprehensive knowledge of retail Industrial and Railroad requirements. Accustomed to handling large volume. You furnish the capital—I will do the job. Address Box E-36, American Lumberman, Inc.

SALES REPRESENTATION AVAILABLE

Manufacturers' agents calling on all lumber dealers in metropolitan New York-northern New Jersey area interested in additional items, building specialties or millwork, on commission basis. Address Box E-28, American Lumberman, Inc.

WANTED — RAILS

RAILS WANTED

Any weight—Any tonnage

W. H. DYER CO., INC.
2111-A Railway Exch. Bldg., St. Louis 1, Mo.

IN THE MARKET TO PURCHASE relaying rail and to sell all classes of railroad equipment such as spikes, bolts, tie plates and rails. M. K. FRANK, Grand Central Palace, New York 17.

STEEL RAILS

Any Quantity—Any Size

MIDWEST STEEL CORPORATION
518 Dryden St., Charleston, W. Va.

BUSINESS WANTED

Wanted to Buy: Retail lumber yard or wholesale industrial yard, preferably located in medium sized progressive community in the west, midwest, or south. Write Box E-37, American Lumberman, Inc.

BUSINESS OPPORTUNITIES

Wanted: Professional counsel and advice on the problems of yard and store layout in a new retail lumber and building products operation about to be established in Middle West. Please send full information to Box D-26, American Lumberman, Inc.

BUSINESSES FOR SALE

California box factory, planing mill and moulding mill ideally located in San Joaquin Valley. All year operation with remanufacturing and warehousing facilities. Excellent drying weather. Modern main buildings of 23,000 square feet. Mostly new equipment. Twenty acre area. Write Box C-50, American Lumberman, Inc.

Sale or Lease established lumber yard near San Diego. Gross 150,000—Paint, Hardware, Loader, 2 trucks. H. Hagmes, 5086 Guava, La Mesa, California.

For Sale, Building Material business in Western Montana. Good plant, stock and equipment. Address Box E-30, American Lumberman, Inc.

RETAIL
BUILDERS SUPPLY

Portland, Oregon

A good going business in expanding area of new homes. Clean stock of lumber-hardware-paint-sash-doors, etc. Large parking and storage space. Present inventory approx. $22,000.00. $5000.00 plus equipment and inventory. Good terms to responsible party. Address Box E-38, American Lumberman, Inc.

Florida Lumber Yard—well established, good buildings. Three trucks—low overhead—room for expansion. Doing good business. Located in fast growing rural area. Box 85, Grant, Florida.

FOR SALE: Established business, handling lumber and builders and farm supplies. Located in east central Indiana. Yearly volume —$175,00.00 Buildings located on 2½ acres of ground outside city limits. Business serves a rural area and small industrial city. Reason for selling is failing health. Will deal with qualified buyers only. Address Box E-39, American Lumberman, Inc.

Two well established lumber yards in Fort Worth Area. Grossing better than 2 million dollars a year, net $200,000. Sell inventory, trucks and machinery. Give long lease on Real Estate. Address Box C-48, American Lumberman, Inc.

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BUILDERS SUPPLY MARKET

Sales $150,000. Has shown steady increase each year. Compact, convenient yard, and modern well equipped store. Large volume paint and hardware. Land, buildings and equipment, $35,000. Inventory $25,000. Finest Southern California climate. Full details to qualified buyers interested in immediate purchase. Address Box D-51, American Lumberman, Inc.

For Sale: Lumber yard in a large farming territory in North Central Kansas. Also a new 1000# Sale. Address Box D-49, American Lumberman, Inc.

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Building Paper (36"—500 sq. ft.)
King Nails Bags—(larger opening)
Twine (for tying lumber)
Siding Corners (including ⅝ in.)
Aluminum Nails (in boxes or bulk)
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Cross Bridging
Flashing Shingles
Tel-o-posts
Wall Ties
Area Walls

HOSKING PAPER & SUPPLY
P. O. Drawer 43 Wilmette, Ill.

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CARPENTERS APRONS
Write for prices and information.
THE MINNESOTA SPECIALTY CO., Inc.
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Basswood, 2-color, Same price as 1-color. Also Paint Paddles. Immediate shipment.
R. J. DUMONT CO.
491 Stevens St., Geneva, Ill.

LUMBER & DIMENSION FOR SALE

Kiln Dried Douglas Fir Industrial Clears, all sizes, from our plant.
Millwork Blanks — Cut Stock
Ladder Rails & Parts — Mouldings
Your inquiries answered promptly.
Al Clements Lumber Co.
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When you want straight or mixed cars for retail yards or industrial items of Ponderosa Pine, Western White Spruce, Fir and Larch, etc., also West Coast Fir and Hemlock, contact us. Reliable shippers since 1940.
Forest Products Co.
Peyton Bldg. Spokane, Wash.

West Coast Kiln Dried D. F. Industrial Clears in all standard rough sizes. All stock shipped on guaranteed weights with WCLA inspection certificate.
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WE ARE CHANGING TO A 60x60" CARRIER and Lift Truck package and have the following 54x54" equipment for sale:

Two Series 70 Model 6657 Ross Straddle Carriers, 54x54", each with operator's cab and steering wheel guards and F-6209 Continental motor; and Two Model 16 HT Ross Lift Trucks with 24' lift, 54" forks, adjustable side-shifting carriage, operator's guard with all standard equipment otherwise added. Models 1948 to 1950.

Machines in splendid shape—now being used regularly, available because of our switching of stacking package standards.

HUSS LUMBER COMPANY
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16 ft. Erie 100 h.p. steam boiler, and 100 h.p. Shinner, steam engine. SHAWNEE PEANUT CO., SHAWNEE, OKLA.

FOR SALE: 40 new dry kiln trucks, 20 each 4 and 6 feet. Mighty Midget Co., 1481 Parkway, Alliance, Ohio.

USED MACHINERY FOR SALE

REBUILT
FORK LIFT TRUCKS

Gerlinger Model PH 962-130
Capacity 18,000 lbs.
Lift 14 ft. 2 in.
Cab — Wonderful Power.

Gerlinger Model PH 962-130
Capacity 18,000 lbs.
Lift 17 ft. 6 in. — 16 months old

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Capacity 15,000 lbs.
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Four Wheel Drive
Fork Lift Truck
Capacity 6,000 lbs.
Lift 9 ft. 4 in. — Excellent Traction

Ross HT 19
Capacity 6,000 lbs.
Lift 10 ft. — Ideal for small loads

Ross Carrier
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Capacity 15,000 lbs.
Package Size 48W-54 in. H.
Swing Shoe — Good Condition.

Terms: Cash or Time
Every truck guaranteed.

HARVARD EQUIPMENT CO., INC.
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Phone: Stadium 2-0826

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Motors and Generators, A.C. and D.C. for sale at attractive prices. Large stock of New and Rebuilt motors on hand at all times. Expert Repair service. Send us your inquiries. V. M. NUSSBAUM & CO., Fort Wayne, Ind.

Truck, Lumber Rolloff, 1948 G.M.C. 2-ton tractor with new motor. 16 ft. Kentucky trailer, complete with accessories. Good condition. $1950.00. VAN OEYEN, 4856 Sunnyside, Chicago. Phone Kildare 5-3470.

BOOKS FOR SALE

WOOD STRUCTURAL DESIGN DATA. Compiled by National Lumber Manufacturers' Association. Information on physical, chemical, and mechanical properties of wood, and tables showing how to determine the correct size of member, also on standard sizes, measurements, and trade terms. Price $2.50.

HANDY LUMBER CALCULATOR. A useful pocket size manual including a lumber calculator for standard sizes, log rules, estimated weights of lumber and useful miscellaneous lumber tabulations. Price 50 cents.

PLYWOODS. By A. D. Wood and T. G. Linn. The development, manufacture and application of plywoods. Over 100 illustrations. Applications of the use of plywoods in furniture, housing, ship-building, airplane construction and other related fields. Price $4.00.

THE PROPERTIES AND USES OF WOOD. By A. Koehler. This book presents in non-technical manner the more important facts concerning the properties of wood and how these properties affect its utilization. Bound in cloth. 354 pages. Price $4.00.

SCRIBNER'S LUMBER AND LOG BOOK. An indispensable for lumber merchants, sawmill men, etc. Vest pocket size of 1950 pages, giving tables on scantling and plank measures, round timber reduced to square timber and round logs reduced to inch measure by Doyle's Rule, log tally calculations, and other valuable information. Price $1.00.

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Never before a business-builder like this! A complete book of illustrated selling data! Will help you move a lot more Milcor Rain-Carrying, Heating and Roofing Products!

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If you are a recognized dealer, send the coupon below for your *free* copy of the Milcor Master Catalog. Don't let this opportunity go by, for this catalog will soon be off the press! Be sure to get your copy!

For real selling power there's nothing like Milcor Master Catalog No. 500. Send for your copy!

INLAND STEEL PRODUCTS COMPANY

*Reg. U. S. Pat. Off.

MAIL THIS COUPON *today!*

INLAND STEEL PRODUCTS COMPANY
4027 W. Burnham St., Milwaukee 1, Wisconsin

Send Me Milcor Master Catalog No. 500

Name _____

Position _____

Company _____

Address _____

City _____ Zone (____) State _____

S-111

CONNOR "Laytite" FLOORING

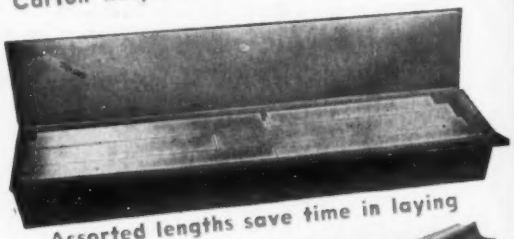
The World's Finest Bar None

NORTHERN HARD MAPLE, BIRCH AND OAK

IN CARTONS AND IN UNIT LOADS

First in Cartons.
Your best buy — A Fast Seller

Carton keeps flooring dry and clean



Assorted lengths save time in laying

Each carton labeled for easy inventory

Also "Stuck Down" Pattern Flooring

Unloading Time 3 to 4 Man Hours

The new Connor Unit load is unloaded with a fork lift truck in 3 to 4 man hours compared with 16 man hours the old hard way. The Unit Load is composed of regular wire tied bundles approximately 8′ long, 39″ wide and 23″ high. A car will contain as much as 26,000′. Each unit is tallied in quadruplicate and is frequently loaded out to house jobs without breaking unit. You can unload by hand if fork lift is not available.

Connor Laytite Flooring in cartons has an entirely new appeal. Retail customers are attracted by the cartons and the fact that the price can be marked on the carton and customers can easily figure cost of entire job.

NORTHERN HARDWOOD LUMBER—KD OR AD IN MIXED CARS.

Write for details

The CONNOR LUMBER AND LAND CO.

Sales Office
Marshfield, Wisconsin

P.O. Box 112-M Telephone No. 3 or 418 Teletype—Marshfield No. 26

"BEHIND THE MILLS . . . THE CONNOR TIMBER STANDS"